



Amazon Seller Registration Guide

Amazon Global Selling SEA



Introduction

1. This document is designed to reduce the inconvenience caused by differences in language environments in the process of registering and creating your Amazon account. In addition, this guide procedure is based on registration of a Professional Seller account.
2. Please note that because Amazon constantly updates the site environment for a better seller experience, you may see a slightly different screen than the guide image used in this article. However, because the overall procedure is similar, you can get sufficient help from this material.
3. Amazon Global Selling SEA offers a variety of guide emails to sellers who have registered their account. Therefore, we encourage you to periodically check the email you use for your account, and make sure that any related emails from Amazon are not classified as spam.
4. In addition to registering your account, more information about Amazon Global Selling can be found on the [website](https://services.amazon.com.sg).

*<https://services.amazon.com.sg>

Prepare the necessary documents for submission

Seller Identity Verification

- Identity proof: color scanned copy of one of the following:
 - National ID (Front and Back)
 - Passport (including the page with your signature)
 - Driver's license
- Additional proof: color scanned copy of one of the following:
 - Bank or Credit Card Statement

Seller Performance Review

- Color scanned copy of Utility bill with name and address visible (electricity/water/gas/internet)
- Color scanned copy of Business license, if applicable
- If you have active listings, include copies of invoices, receipts, contracts or delivery orders from your supplier issued in the last 90 days.
- Valid credit card



Seller Identity Verification

Seller Identity Verification (1/5)

Screenshot

Before starting, please ensure you have the following handy
We may require additional information or documents later



Business and Contact address Mobile or Telephone number Chargeable Credit card Identity details

Business location ?
Singapore

If you don't have a business, enter your country of residence.
An incorrect selection may affect the status of your account.

Rate this page [Get support](#) Policies and Agreements English

Instructions

- ✓ Select country in which your business is located.
- ✓ For any questions regarding SIV procedure, you may contact Amazon Seller Support team by clicking on the 'Get Support' button at the bottom of the screen.

Seller Identity Verification (2/5)

Screenshot

1 Individual Information 2 Billing 3 Store 4 Verification

Personal Information for

Country of citizenship

Country of birth Date of birth

Proof of identity

Driver's license Number Expiration date

Country of issue

Business address

Singapore

I confirm my address is correct, and I understand that this information cannot be changed till address verification is completed.

Instructions

- ✓ Make sure that you fill up all your own particulars accurately that are reflected in your Passport / Driver's License

Seller Identity Verification (3/5)

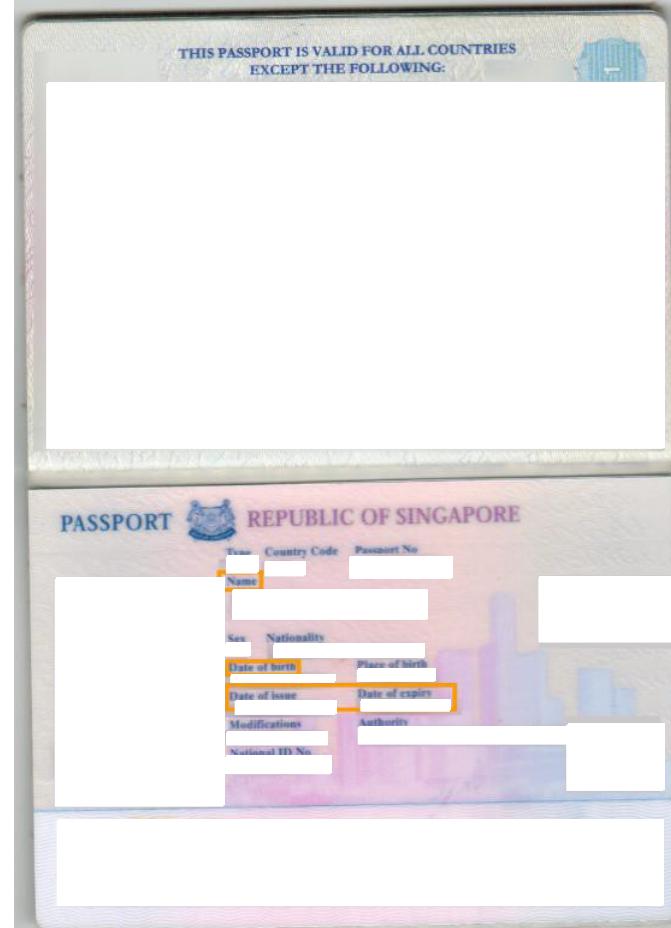
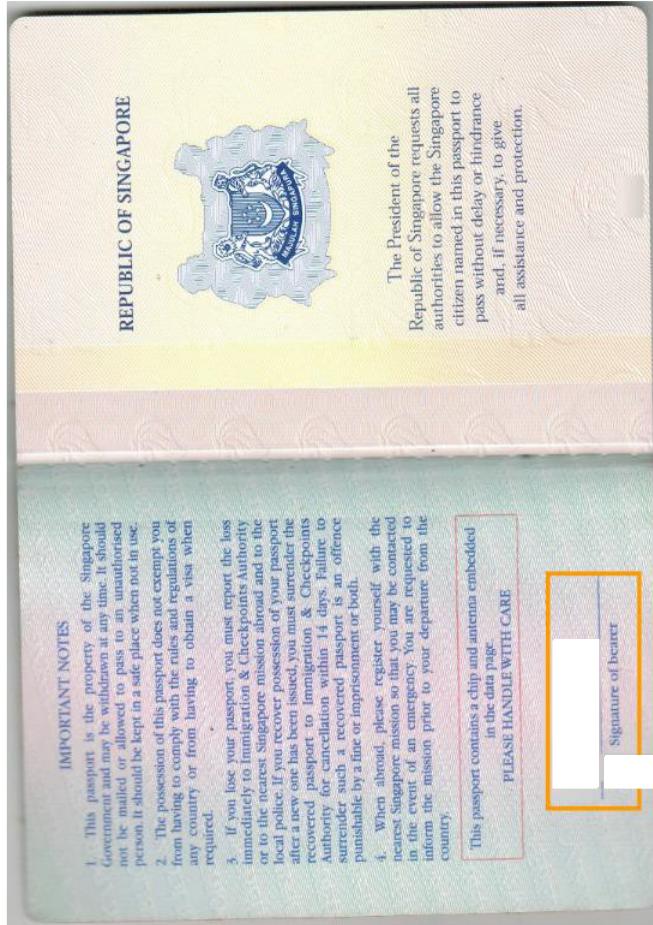
Screenshot

A

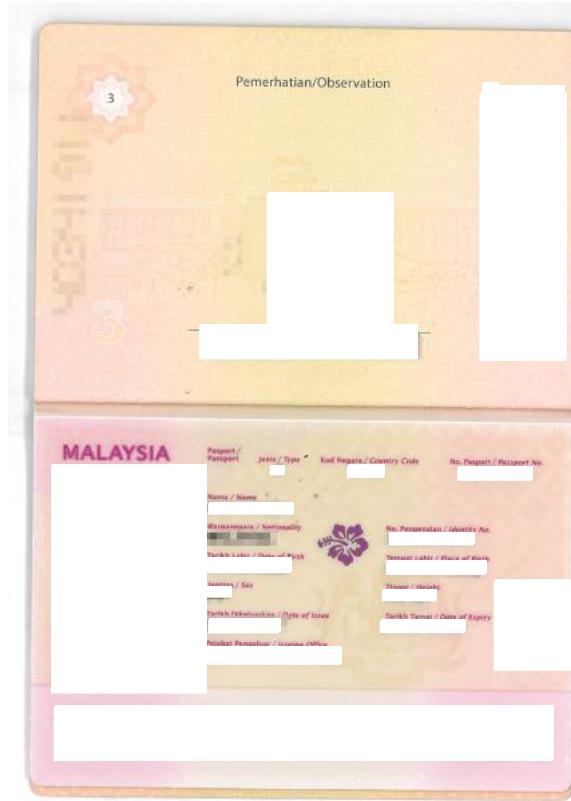
Instructions

- A ✓ Details of uploading a copy of your ID (e.g. Passport)
- Must be a **government-issued** identity document that is distributed and recognized by the country where you are a citizen or resident.
 - The **full name** on the driver license or passport should **match** the full name on your registered Amazon account.
 - **Scan the original document in color** or take a picture using your mobile device. *Do not submit a screenshot. Black and white copies are not accepted.*
 - The document image must be **high quality, colored and unobstructed**. The image **must show a full document page** or in case of driver license, **both sides of the card**.
 - If you submit a copy of your passport, please ensure that the **passport has the bearer's signature**.
 - The document should **not be expired**.
 - The **date of birth** in the national ID **should match** the date of birth provided during the Amazon seller account registration process
 - Your identity document **must be in one of the following languages**: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a copy of your passport or a notarized translation of your document in one of these languages.
 - Document should be less than 10MB in size.
 - Accepted formats are ***.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf**. Do not include special characters in the file name (Examples: \$, &, #).
 - **Companies/Corporations** need to submit a government issued **driver license / passport** for the primary contact or beneficial owner

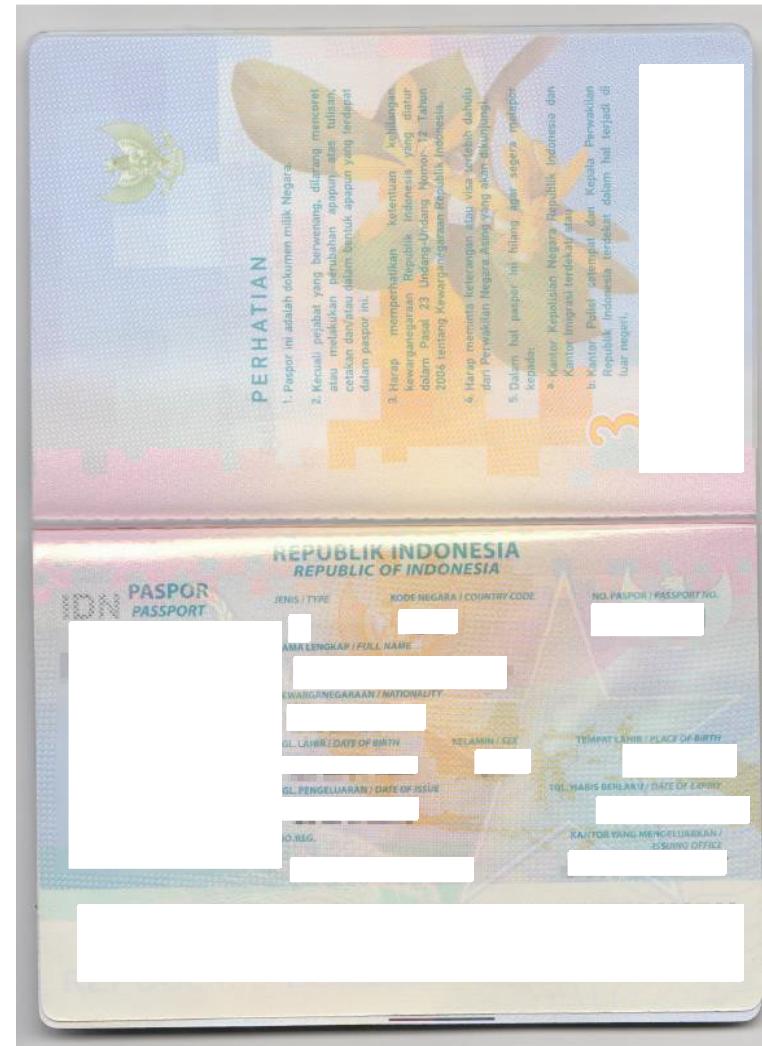
Singapore Passport



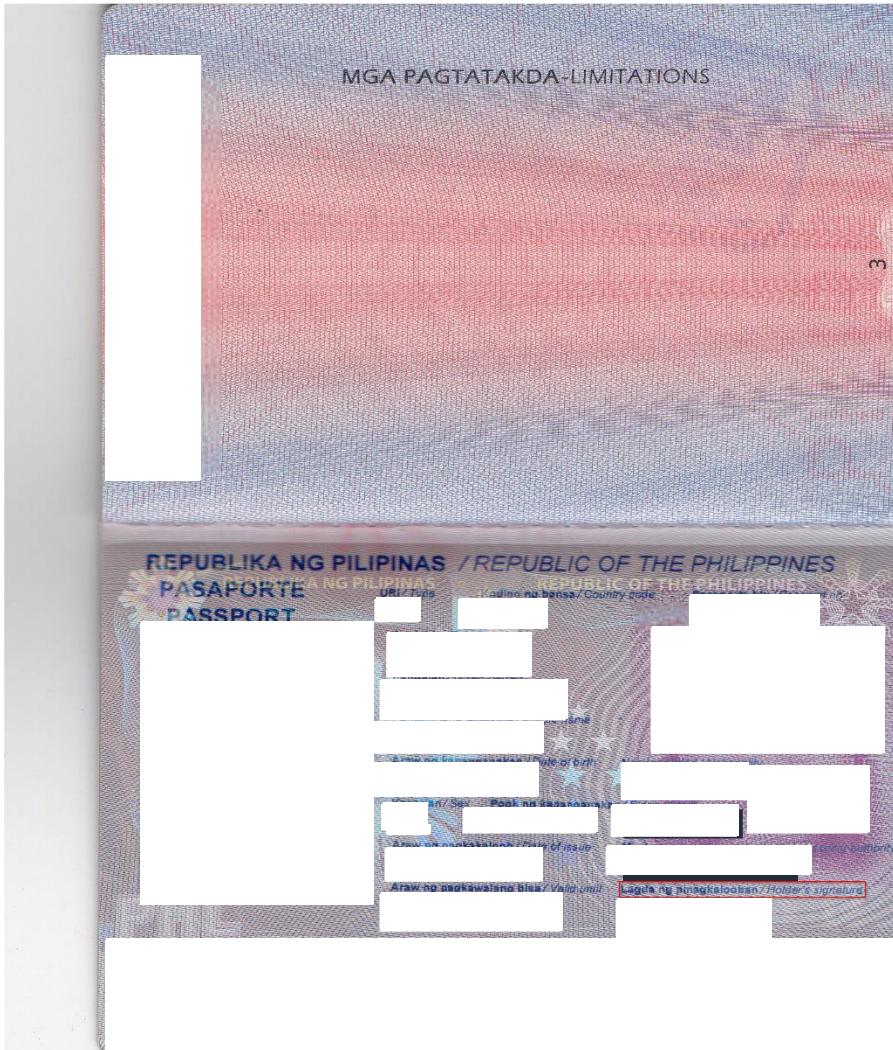
Malaysia Passport



Indonesia Passport



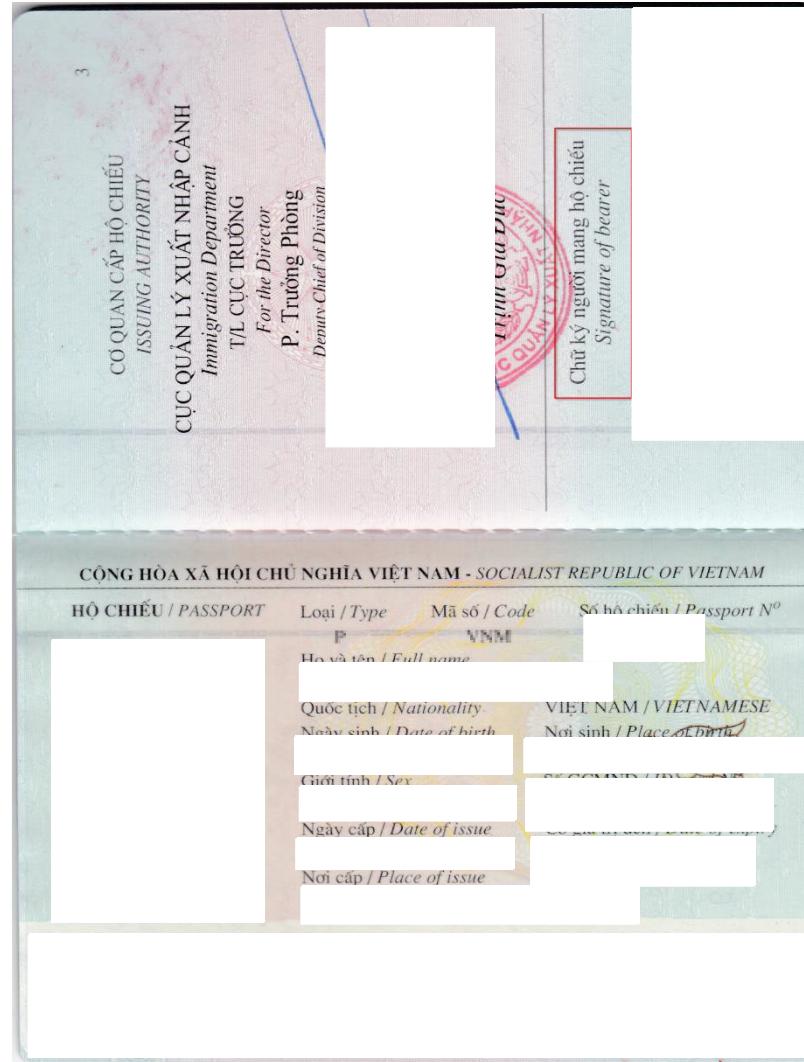
Philippines Passport



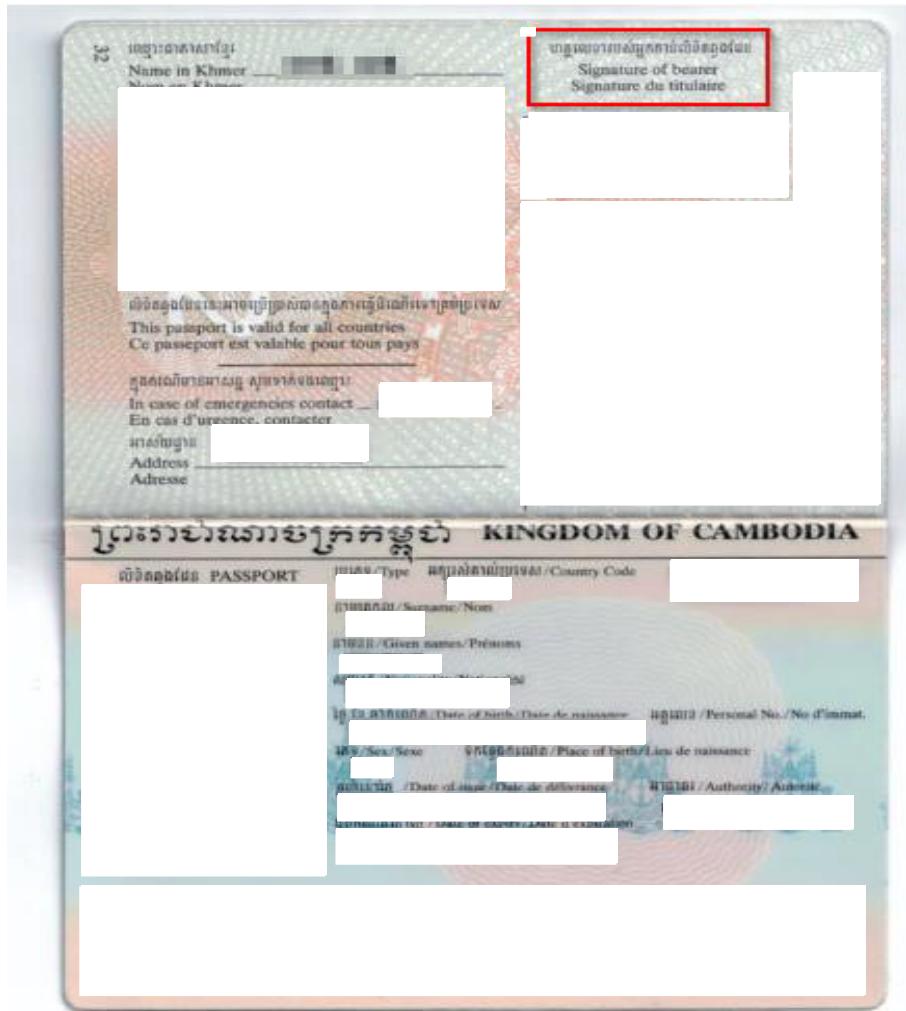
Thailand Passport



Vietnam Passport



Cambodia Passport



Seller Identity Verification (4/5)

Screenshot

Individual Information

Billing

Store

4

Identity Verification

I am the sole owner or point of contact for this account

Upload Document

Name	, Point of contact
Date of birth	
Country of birth	
Country of citizenship	
Identity data	Passport#: Expiration date: Country of issue:

Identity document

Upload Passport

Business address

Additional document

Choose a document type from the drop-down list

Bank account statement

Upload Additional document

Previous

Submit

B

Instructions

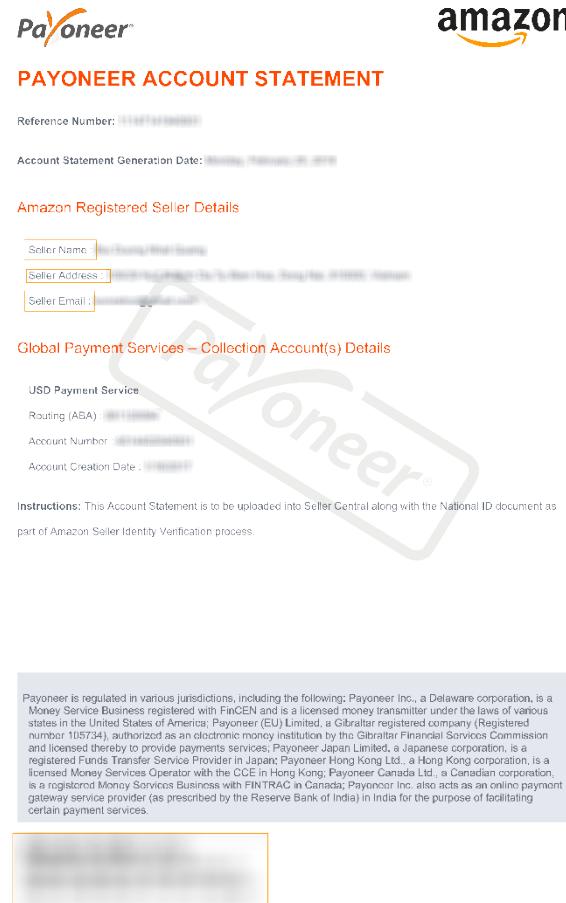
B

- ✓ Details of uploading your additional document (e.g. Bank account or Credit card or Payoneer statement)
 - The name of the company or point of contact mentioned on the statement should either **match** the business name or point of contact name provided during registration.
 - Hide the account number and monetary amounts, but the rest of the document must be visible.
 - Scan the original document in **color** or take a picture using your mobile device. Do not submit a screenshot.
 - Document should be easily readable and must have been **issued within the past 90 days**.
 - Your document must be in one of the following **languages**: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a [notarized translation](#) of your document into one of these supported languages
 - Document should be **less than 10MB in size**
 - Accepted **formats** are *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf
 - E-statements are accepted, but have to be unaltered

Seller Identity Verification (4/5)

Example

B



Instructions

B

- ✓ Details of uploading your additional document (e.g. Bank account or Credit card or Payoneer statement)
 - The name of the company or point of contact mentioned on the statement should either **match** the business name or point of contact name provided during registration.
 - Hide the account number and monetary amounts, but the rest of the document must be visible.
 - Scan the original document in **color** or take a picture using your mobile device. Do not submit a screenshot.
 - Document should be easily readable and must have been **issued within the past 90 days**.
 - Your document must be in one of the following **languages**: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a [notarized translation](#) of your document into one of these supported languages
 - Document should be **less than 10MB in size**
 - Accepted **formats** are *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf
 - e-statements are accepted, but have to be unaltered

Seller Identity Verification (5/5)

Screenshot

The screenshot shows a progress bar with four steps: Individual Information, Billing, Store, and Verification. The Verification step is highlighted. Below the progress bar, the title 'Identity Verification' is displayed. A green box contains the message 'Thank you for your request' and a note: 'We have received your information and may reach out to you for further clarification within 2 business days.' Below this, a table shows submitted information: Name, Date of birth, Country of birth, Country of citizenship, and Identity data (Passport# and expiration date).

Name	, Point of contact
Date of birth	
Country of birth	
Country of citizenship	
Identity data	Passport# : Expiration date : Country of issue :

Instructions

- ✓ Once you have submitted all the necessary documents, a “Thank you for your request” message will appear.
- ✓ Amazon will review your request and may reach out to you for further clarification if needed within 2 business days.

Do's and Don'ts



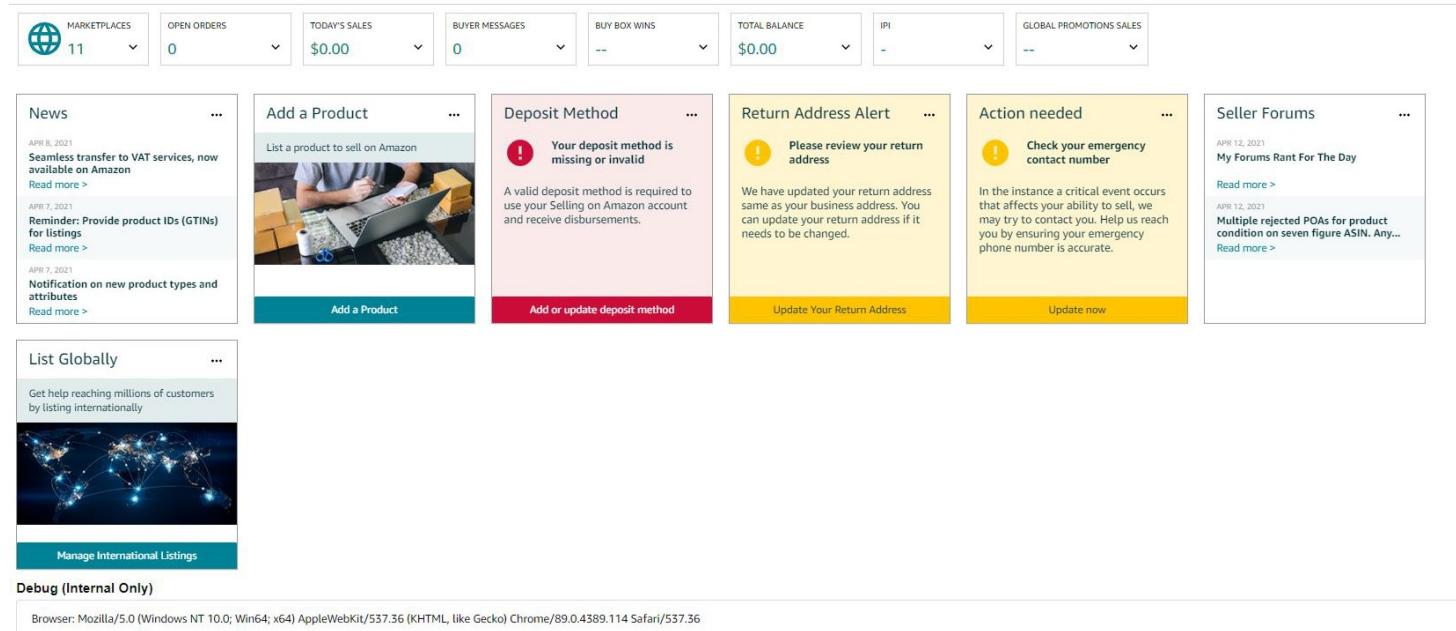
Do's	Don'ts
High quality and unobstructed image of document	Low quality and cropped image of document
Has bearer's signature	Missing signature
Document in supported languages: Chinese, English, French, German, Italian, Japanese, Portuguese, Turkish or Spanish.	Document in local language and not translated
Issued within the past 90 days	Issued within more than past 90 days
Colored copy of document	Black & White copy of document



Post-Seller Identity Verification

Post-Seller Identity Verification

Upon passing the Seller Identity Verification, you will be given access to your seller central.



The screenshot shows the Seller Central home page with the following sections and notifications:

- Marketplaces:** 11
- Open Orders:** 0
- Today's Sales:** \$0.00
- Buyer Messages:** 0
- Buy Box Wins:** --
- Total Balance:** \$0.00
- IPI:** --
- Global Promotions Sales:** --

News: Seamless transfer to VAT services, now available on Amazon. (Read more >)
Reminder: Provide product IDs (GTINs) for listings. (Read more >)
Notification on new product types and attributes. (Read more >)

Add a Product: List a product to sell on Amazon. (Add a Product)

Deposit Method: Your deposit method is missing or invalid. (Add or update deposit method)

Return Address Alert: Please review your return address. (Update Your Return Address)

Action needed: Check your emergency contact number. (Update now)

Seller Forums: My Forums Rant For The Day. (Read more >)
Multiple rejected POAs for product condition on seven figure ASIN. Any... (Read more >)

List Globally: Get help reaching millions of customers by listing internationally. (Manage International Listings)

Debug (Internal Only): Browser: Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/89.0.4389.114 Safari/537.36

- ✓ On Seller Central home page, you will see a couple of notification on the actions required.
- ✓ It is important to complete the actions required to begin listing your product.

Post-Seller Identity Verification

1) Update Deposit Method

Deposit Methods

Assign deposit methods
You must specify a bank account to these marketplaces for receiving payments

UN-ASSIGNED MARKETPLACES

	Amazon.com.mx	<input type="button" value="Assign"/>
	Amazon.ca	<input type="button" value="Assign"/>
	Amazon.com	<input type="button" value="Assign"/>

- ✓ Assign the deposit method to the marketplace you would like to sell on

Bank Account

Add new deposit method Select existing deposit method

Bank Location

The bank account must be either issued by a bank or managed by a Payment Service Provider that is part of the Payment Service Provider Program. ⓘ

Account Holder's Name ⓘ
Name as on bank documents

9-Digit Routing Number ⓘ
9 digits

Bank Account Number ⓘ

Re-type Bank Account Number

We may verify your bank account information and protect against fraud, illegal activity and abuse by sending your bank account and selling account information to your bank or payment service provider, and by receiving information about your identity and bank account from your payment service provider. For more information about our Payment Service Provider Program and how we manage your personal information, please see [Acceptable bank accounts](#) and [Payment Services Providers](#) and our [Privacy Notice](#).

- ✓ Fill up the details of the bank account which you would like to receive your disbursement

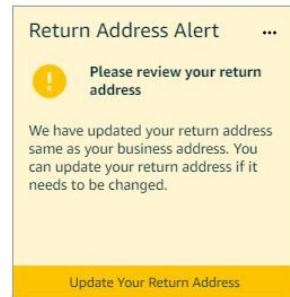
Identify your bank account

To prevent misuse of your bank account, you need to verify your account details ending in 787 and provide the complete account number.
[Learn more](#)

Bank Account Number

Post-Seller Identity Verification

2) Update Return Address



- ✓ Edit your return address if it is different from your business address

Default Return Address

All returns will be sent to this address unless other addresses are specified in the marketplace exceptions below

Amazon.com.mx Overrides

Amazon.ca Overrides

Amazon.com Overrides

[Change address](#)

[Add new overrides](#)

[Add new overrides](#)

[Add new overrides](#)

- ✓ You may have different return address for each of your marketplace

Post-Seller Identity Verification

3) Update Emergency Contact

Action needed

...

 Check your emergency contact number

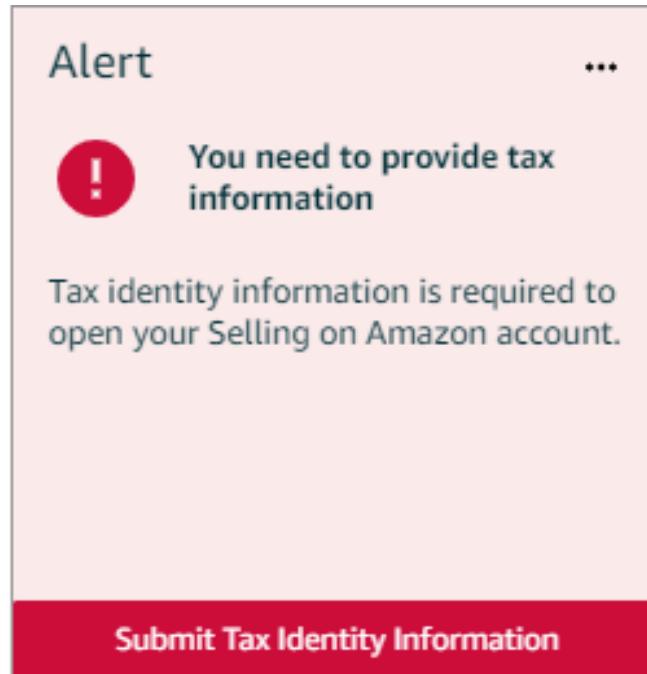
In the instance a critical event occurs that affects your ability to sell, we may try to contact you. Help us reach you by ensuring your emergency phone number is accurate.

[Update now](#)

- ✓ Check your emergency contact and update if it's different from the contact entered during registration

Post-Seller Identity Verification

4) Update Tax Information



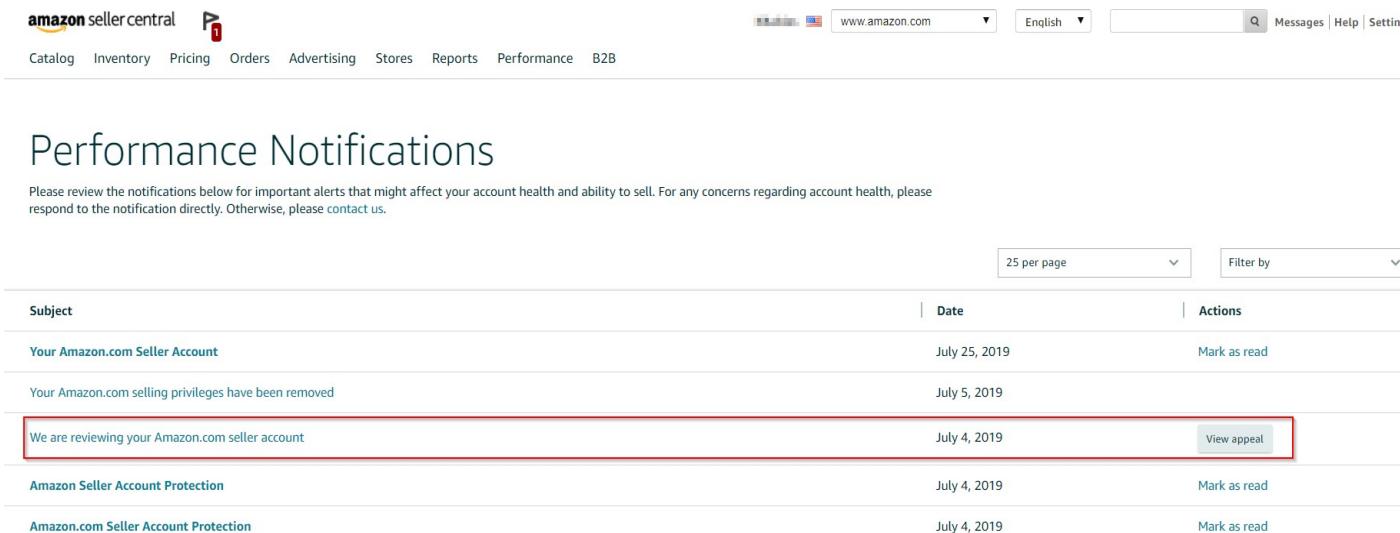
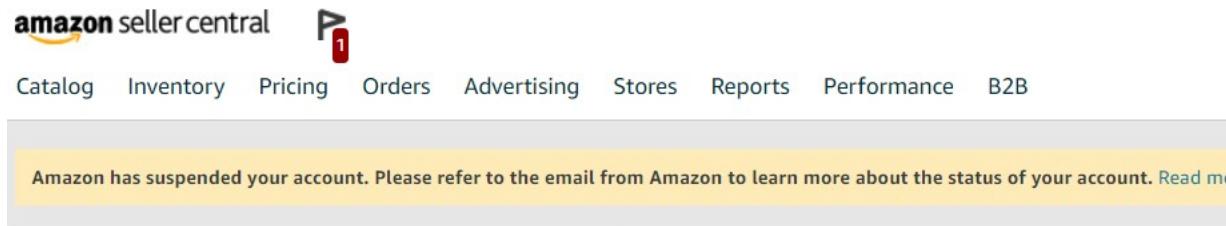
- ✓ Answer all questions to complete the Tax Interview. Remember to provide your **e-signature** for faster processing.
- ✓ For more information on United States Tax and Regulatory Considerations, please visit this [page](#) on seller central.



Seller Performance Review

Seller Performance Review

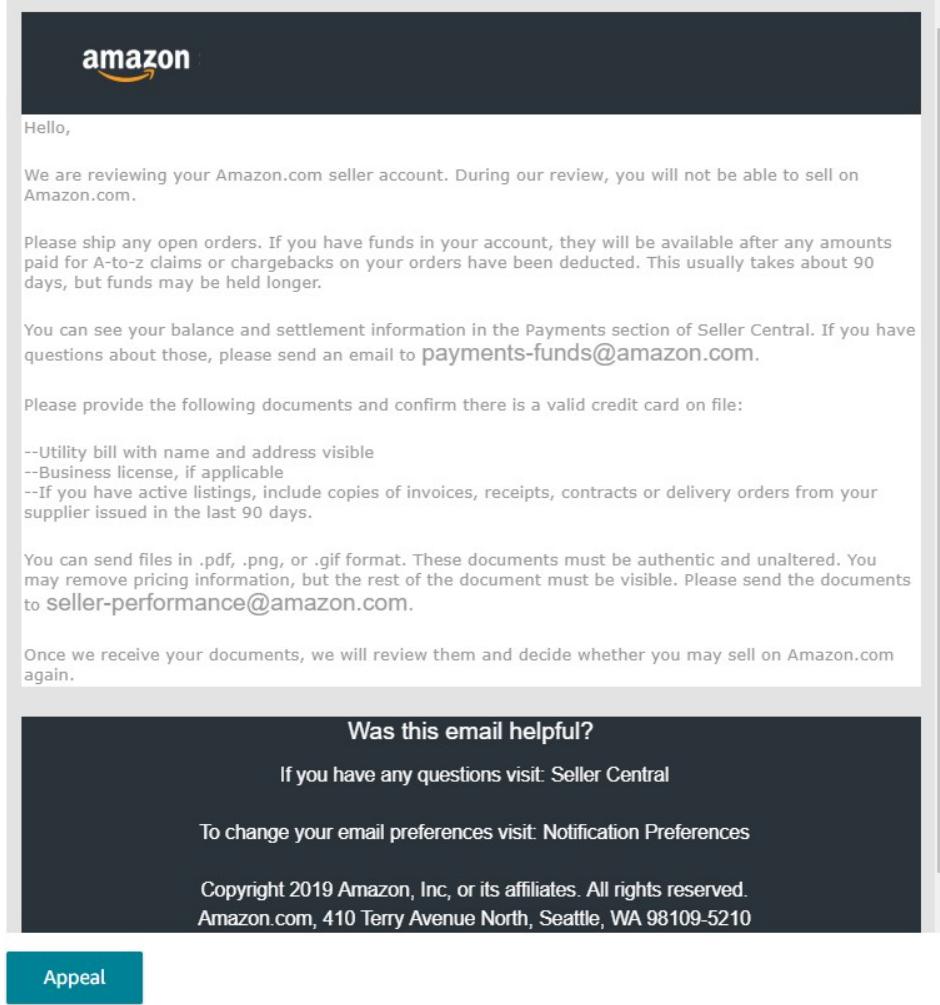
You may be asked for additional documents by Amazon Seller Performance Review team.



Subject	Date	Actions
Your Amazon.com Seller Account	July 25, 2019	Mark as read
Your Amazon.com selling privileges have been removed	July 5, 2019	
We are reviewing your Amazon.com seller account	July 4, 2019	View appeal
Amazon Seller Account Protection	July 4, 2019	Mark as read
Amazon.com Seller Account Protection	July 4, 2019	Mark as read

- ✓ In Seller Central, you will see a notification that says Amazon has suspended your account.
- ✓ Click on the flag or “Read more” link to see all performance notifications. One of them should have the subject line: “We’re reviewing your Amazon.com seller account” with an “appeal” button.

Seller Performance Review



- ✓ You should have received an email from Amazon with instructions about next step as shown here.
- ✓ **Prepare the requested documents and appeal via seller-performance@amazon.com:**
 - ✓ Utility bill with name and address visible (note: no phone bill)
 - ✓ Business license (if applicable)
- ✓ Name and address should match with the name and address provided during account registration. If the utility bill for the given address is not under your name, please provide a utility bill associated to the address provided in Seller Central and any other supporting documents that prove you are operating from that address, even if the bill is not under your name.
- ✓ The utility bill could be a water, electricity, gas, or internet issued by the utility company. The bill must be issued within the last 90 days.
- ✓ If your documents are issued in languages other than EN, translate and notarize before submitting.

Seller Performance Review



- ✓ Business license (if applicable)
- ✓ Utility bill document
 - ✓ Provide both **notarized and original version** of document
 - ✗ No phone bill
- ✓ Exact match of business address
- ✓ Exact match of legal entity name
 - ✓ If utility bill document does not include the company name and only the name of document holder, **include the document holder's name in the legal entity name on Seller Central.**
 - ✓ Eg of Legal Entity Name: '*Company A – John Doe*'
 - ✓ If utility bill document is under name of spouse/parents/tenant, **provide documents to verify relationship.**
 - ✓ Eg: Marriage Certificate/Birth Certificate/Lease contract

Common mistakes made by Sellers

- ✖️ Sending in **apartment bill, telco bill or television bill**
- ✓ Only **Electricity, Water, Gas and Internet bill** are accepted

- ✖️ Utility bill is **not issued within the last 90 days**
- ✓ Utility bill **must be issued within the past 90 days**

- ✖️ Only submit the **first page instead of all pages** of the utility bill
- ✓ Utility bill **must include all pages**

- ✖️ Name and address on utility bill **does not match word for word** with name and address on Seller Central
- ✓ Name and address on utility bill **must match word for word** with name and address on Seller Central



2-Step Verification

2-Step Verification

Screenshot

The screenshot shows the 'Choose how you'll receive codes' step of the 2-Step Verification setup. At the top, there is a warning message: 'Enable Two-Step Verification' with the subtext 'You must add Two-Step Verification to protect your account before you can access it. [Get help](#)'. Below this are two buttons: 'Return to sign in' and 'Enable Two-Step Verification' (which is highlighted in yellow). The main form area is titled 'Step 1 of 3' and 'Choose how you'll receive codes'. It has a radio button selected for 'Phone number' with the subtext 'Receive codes on your phone'. Below this, a text input field is labeled 'Tell us the phone number where you'd like to receive Two-Step Verification codes. You should have this phone available whenever you sign into your Amazon account.' Underneath, there is a 'Receive code by:' section with two options: 'Text message (SMS)' (selected with a radio button) and 'Voice delivery--you will receive an automated phone call' (unchecked). A text input field for entering the phone number is shown with the placeholder 'Enter the phone number where you want to receive codes.' and a dropdown menu set to 'Korea, Republic of +82'. A 'Send code' button is located below this. At the bottom of the form, a note says 'Message and data rates may apply.' and an unchecked radio button for 'Authenticator App' with the subtext 'Generate codes even when you don't have cell service'.

Instructions

- ✓ To enable two-step verification, you can choose between phone number or authenticator app to receive codes.
- ✓ For phone number option, tell us the phone number where you would like to receive Two-Step Verification codes.
 - ✓ You can receive code by:
 - ✓ Text message (SMS)
 - ✓ Voice delivery – you will receive an automated phone call
- ✓ For authenticator app option, the apps do not require phone service or an Internet connection to work, but must be downloaded to whatever device or PC you choose.