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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

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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

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Seller Identity Verification

Screenshot

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.

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Seller Identity Verification (2/5)

Screenshot

Instructions

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

Screenshot

**Instructions**

✓ 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

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Singapore Passport
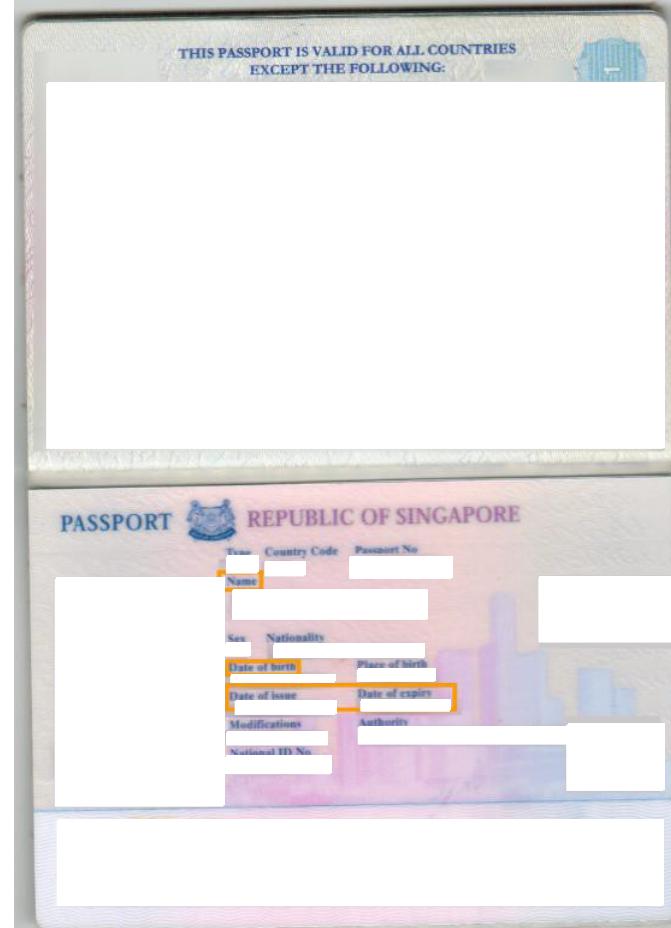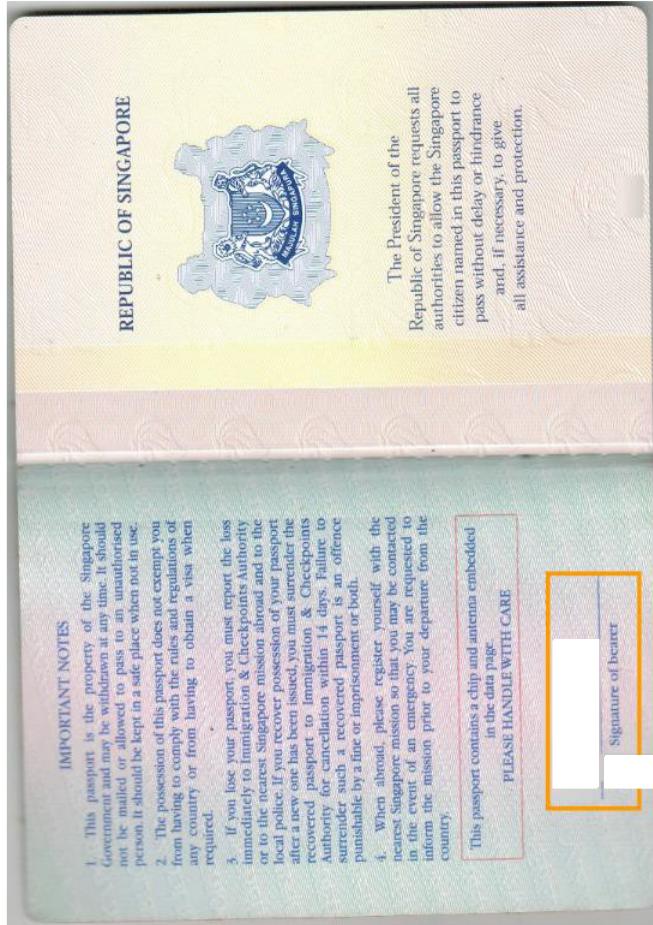
Malaysia Passport

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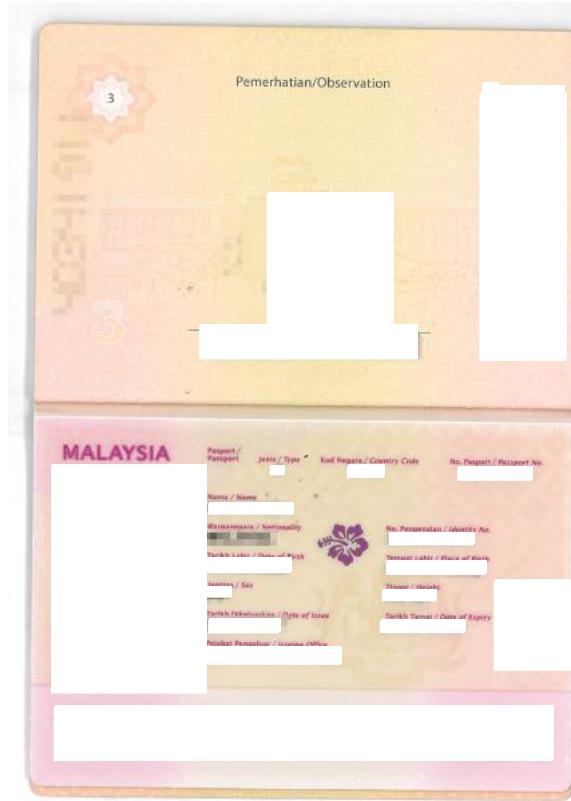
Indonesia Passport

Philippines Passport

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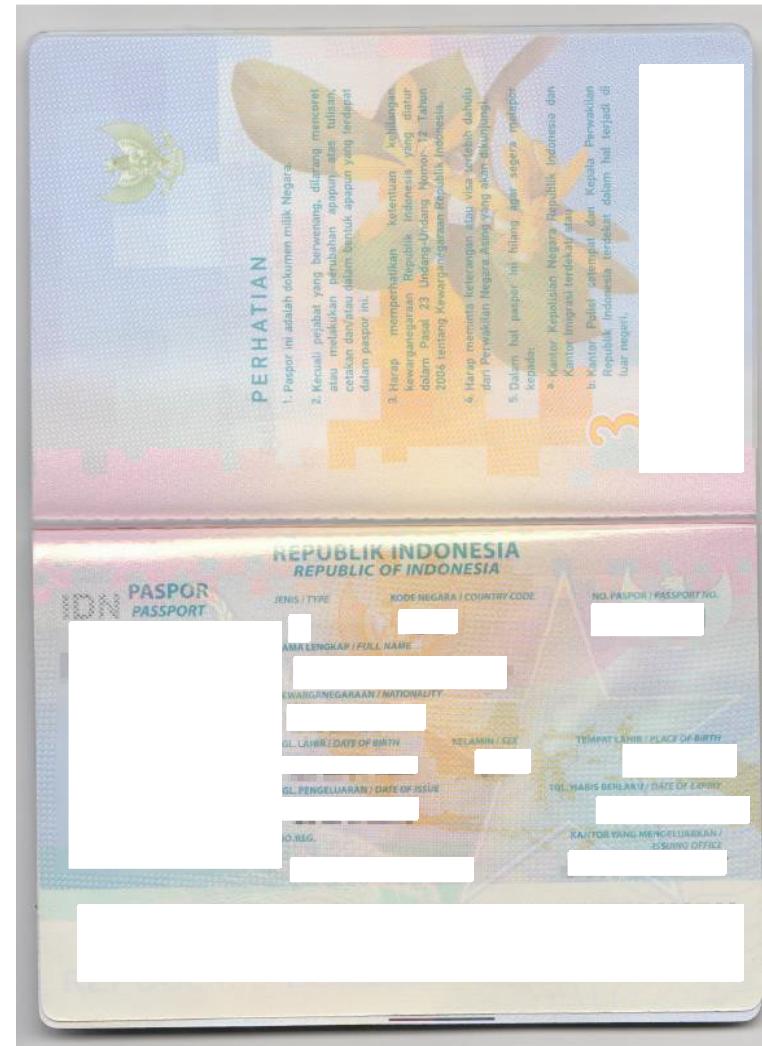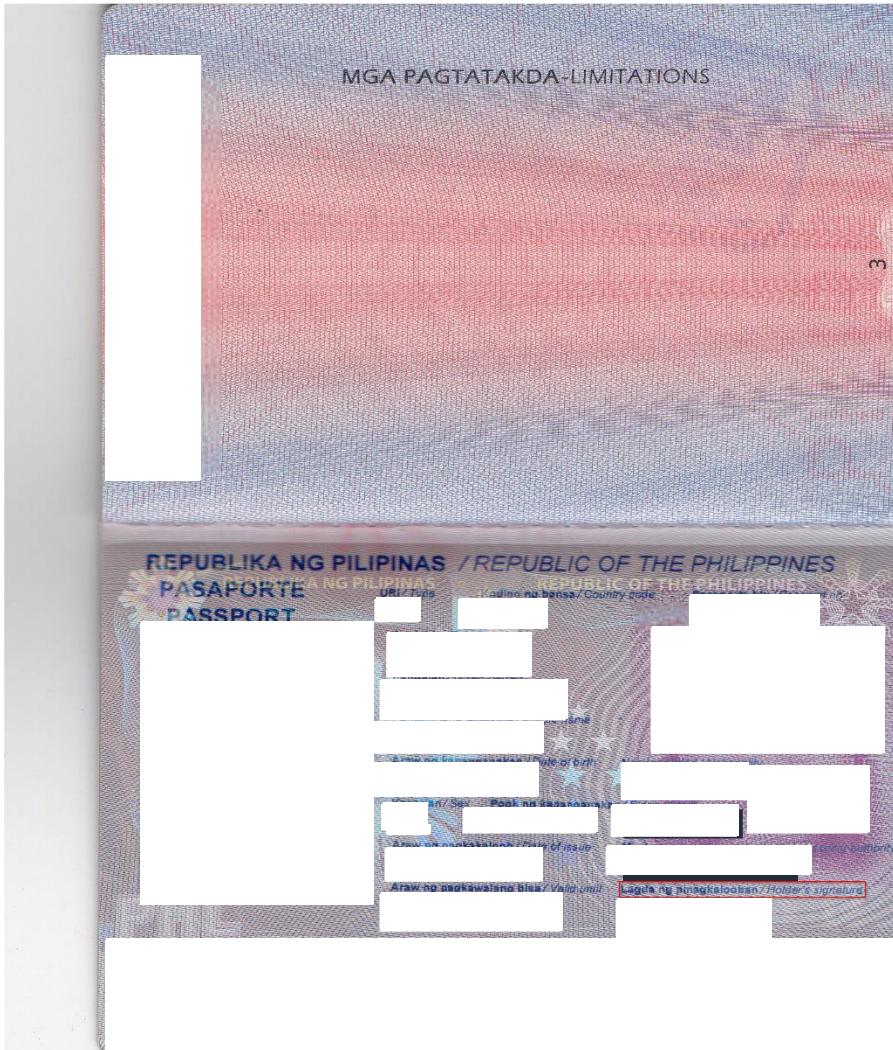
Thailand Passport

Vietnam Passport

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Cambodia Passport

Screenshot

B Instructions

✓ 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

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Example **B**

B Instructions

✓ 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

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Screenshot

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.

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Do's and Don'ts

Do's	Don't's
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

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Post-Seller Identity Verification

Post-Seller Identity Verification

Upon passing the Seller Identity Verification, you will be given access to your seller central.
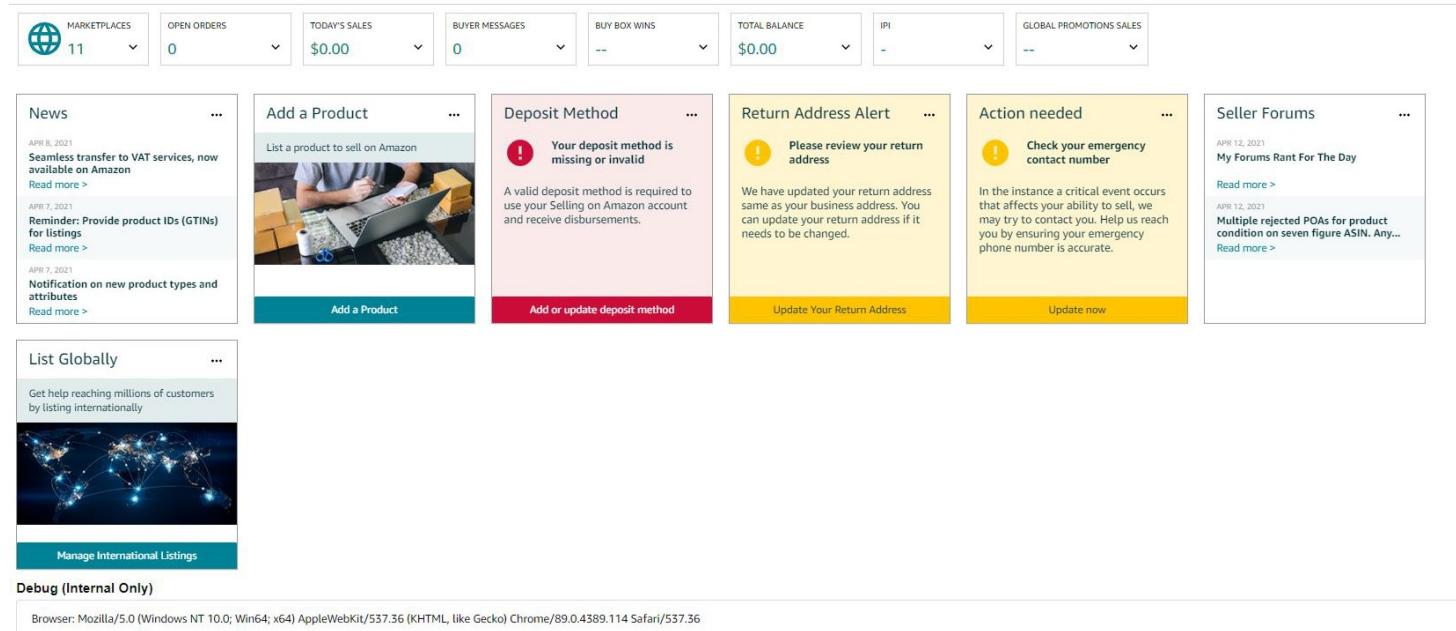
- ✓ On Seller Central home page, you will see a couple of notification on the actions required.
- ✓ It is important to complete the actions required to begin listing your product.

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Post-Seller Identity Verification

1) Update Deposit Method

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

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

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Post-Seller Identity Verification

2) Update Return Address
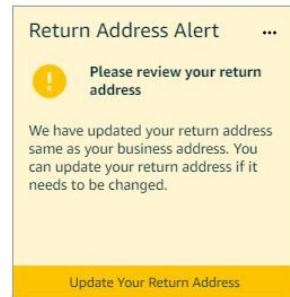
✓ Edit your return address if it is different from your business address

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

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Post-Seller Identity Verification

3) Update Emergency Contact

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

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Post-Seller Identity Verification

4) Update Tax Information
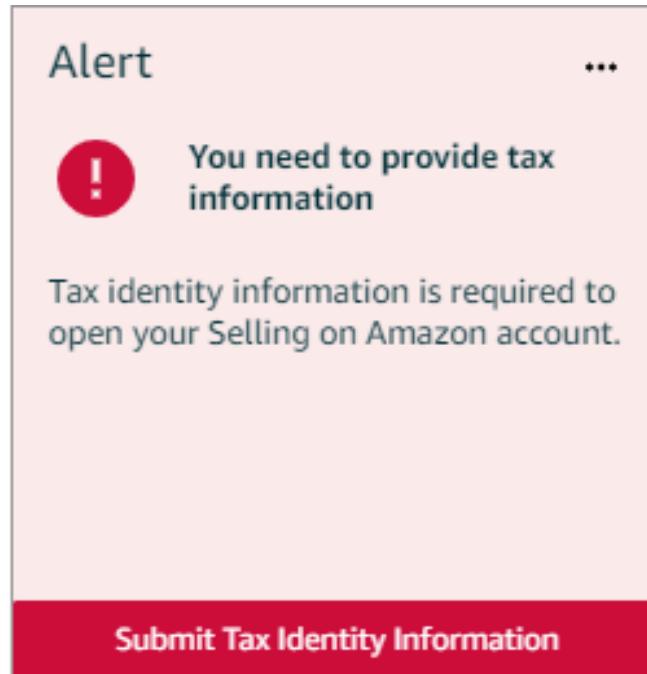
✓ Answer all questions to complete the Tax Interview. Remember to provide your **e-signature** for faster processing.

✓ For more information on United States Tax and Regulatory Considerations, please visit this [page](#) on seller central.

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Seller Performance Review

Seller Performance Review

You may be asked for additional documents by Amazon Seller Performance Review team.
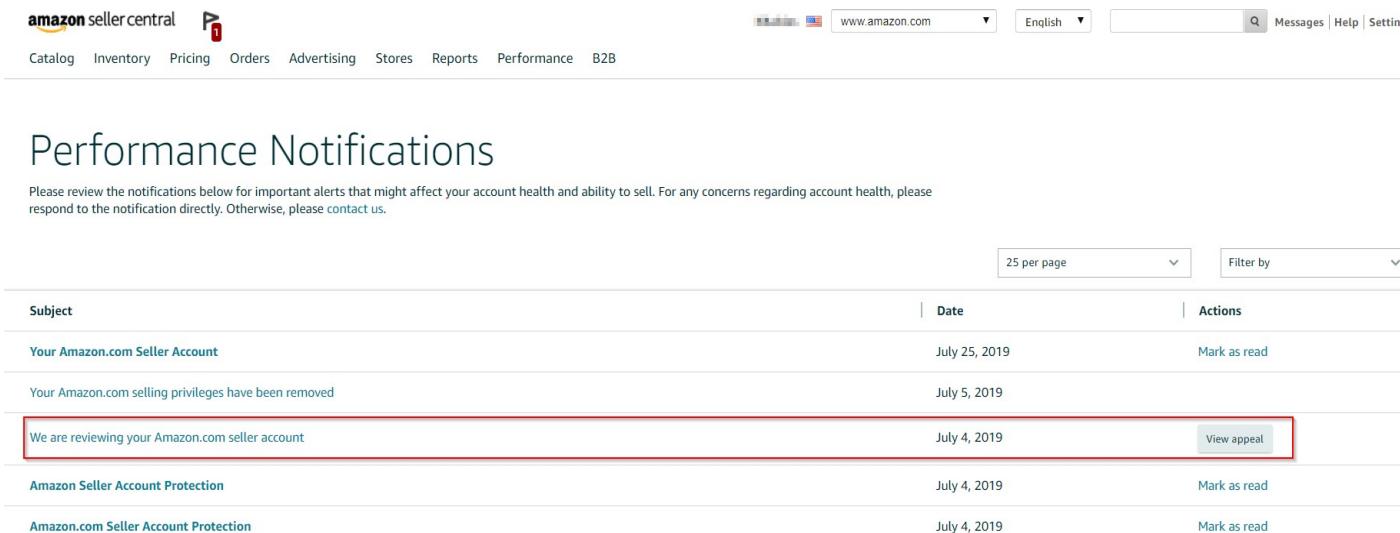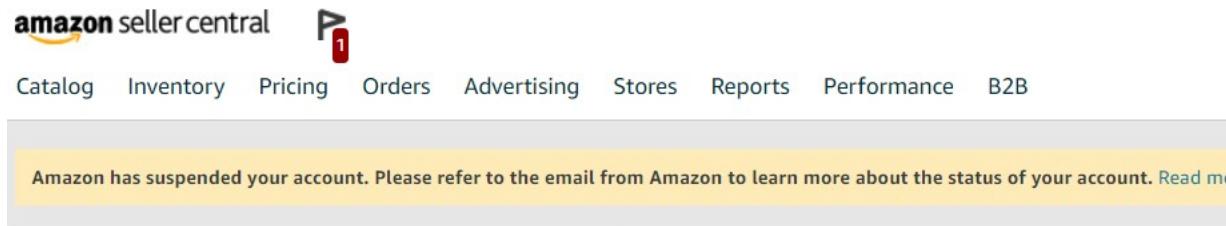
- ✓ In Seller Central, you will see a notification that says Amazon has suspended your account.
- ✓ Click on the flag or "Read more" link to see all performance notifications. One of them should have the subject line: "We're reviewing your Amazon.com seller account" with an "appeal" button.

Seller Performance Review
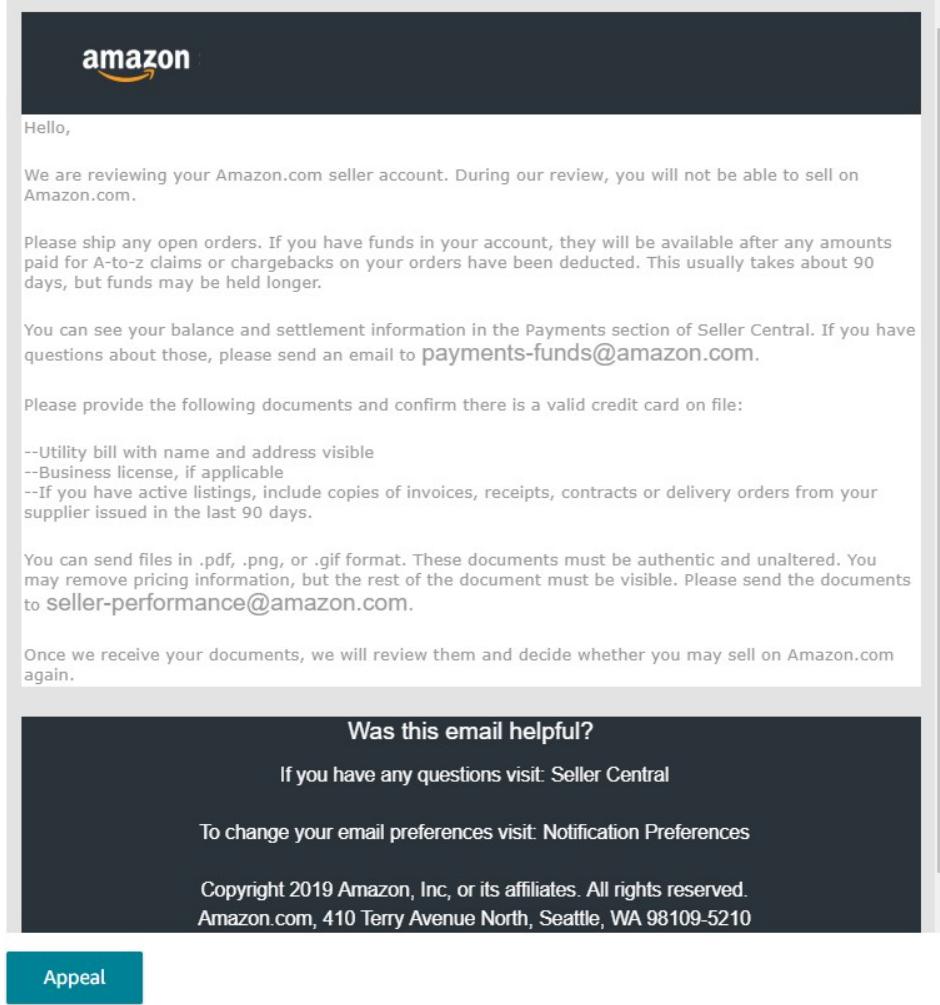
- ✓ You should have received an email from Amazon with instructions about next step as shown here.
- ✓ **Prepare the requested documents and appeal via seller-performance@amazon.com**:
    - ✓ Utility bill with name and address visible (note: no phone bill)
    - ✓ Business license (if applicable)
- ✓ 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.

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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

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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

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2-Step Verification

2-Step Verification

Screenshot

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.

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