



amazon global selling

# 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

The screenshot shows the 'Individual Information' step of a four-step verification process. The steps are: 1. Individual Information, 2. Billing, 3. Store, and 4. Verification. The form is titled 'Personal Information for' and contains several fields: 'Country of citizenship' (dropdown), 'Country of birth' (dropdown), 'Date of birth' (three separate dropdowns for day, month, and year), 'Proof of identity' (a dropdown for 'Driver's license' and a text field for 'Number'), 'Expiration date' (three separate dropdowns for day, month, and year), and 'Country of issue' (dropdown with 'Select country' as the placeholder). Below these fields is the 'Business address' section, which includes a dropdown for the country (currently showing 'Singapore') and three text fields for the address. At the bottom, there is a checkbox with the text: 'I confirm my address is correct, and I understand that this information cannot be changed till address verification is completed.'

1 Individual Information 2 Billing 3 Store 4 Verification

Personal Information for

Country of citizenship

Country of birth Date of birth

Proof of identity Expiration date

Country of issue

Business address

☒ 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

The screenshot shows the 'Identity Verification' step (4 of 4) in the Amazon Seller account setup process. At the top, a progress bar indicates four steps: 'Individual Information' (green checkmark), 'Billing' (green checkmark), 'Store' (green checkmark), and 'Verification' (orange circle with '4'). Below the progress bar, the title 'Identity Verification' is centered. A link for 'Help' is on the right. A checkbox labeled 'I am the sole owner or point of contact for this account' is checked. The main section is titled 'Upload Document'. It contains a form with the following fields: 'Name' (with a sub-label 'Point of contact'), 'Date of birth', 'Country of birth', 'Country of citizenship', and 'Identity data' (which includes 'Passport#' and 'Expiration date:'). Below these fields is a large 'Identity document' upload area with an 'Upload Passport' button. Underneath is a 'Business address' field. At the bottom, there is an 'Additional document' section with a dropdown menu labeled 'Choose a document type from the drop-down list' (currently showing 'Bank account statement') and an 'Upload Additional document' button. At the very bottom are 'Previous' and 'Submit' buttons. A circular callout with the letter 'A' is positioned to the left of the 'Identity document' upload area.

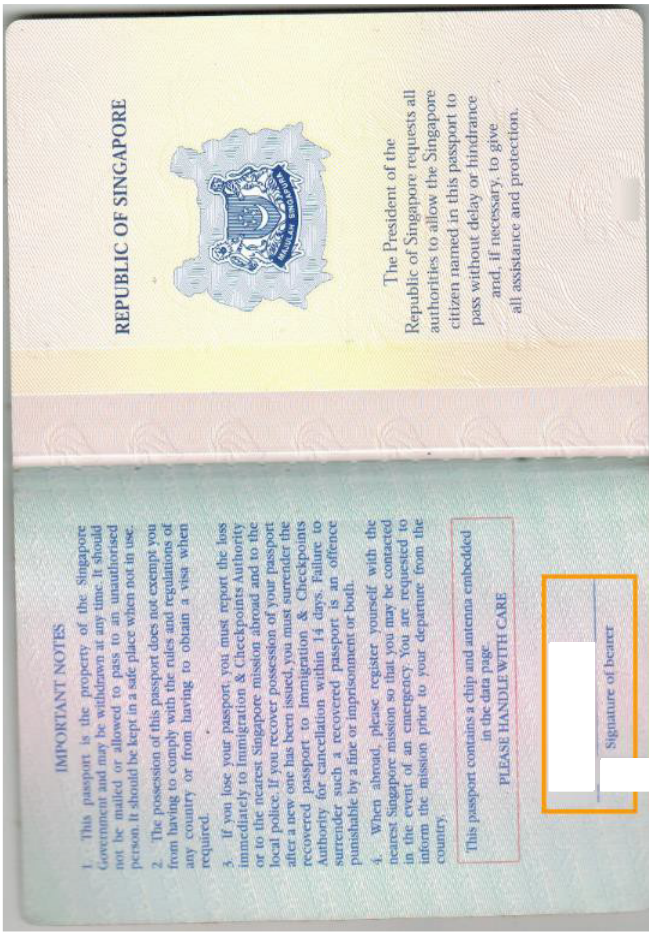
A

## Instructions

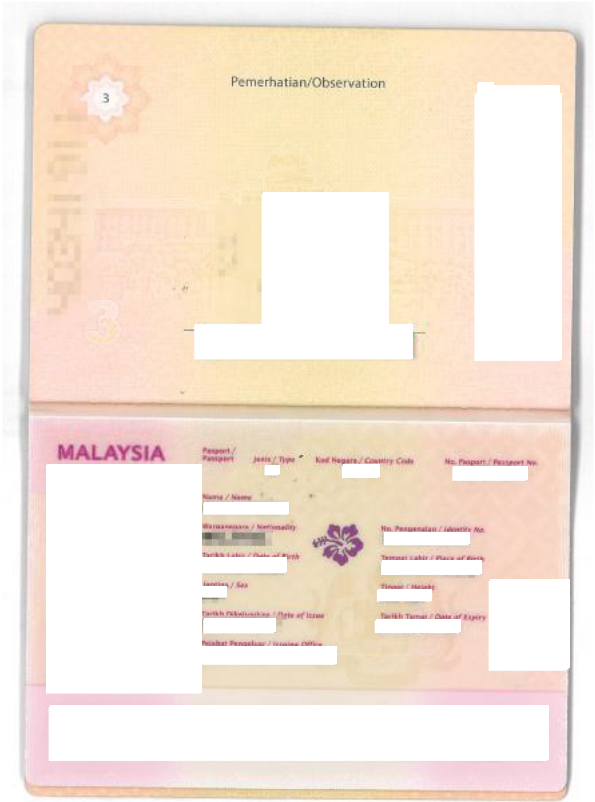
### ✓ Details of uploading a copy of your ID (e.g. Passport)

- 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**

# Singapore Passport

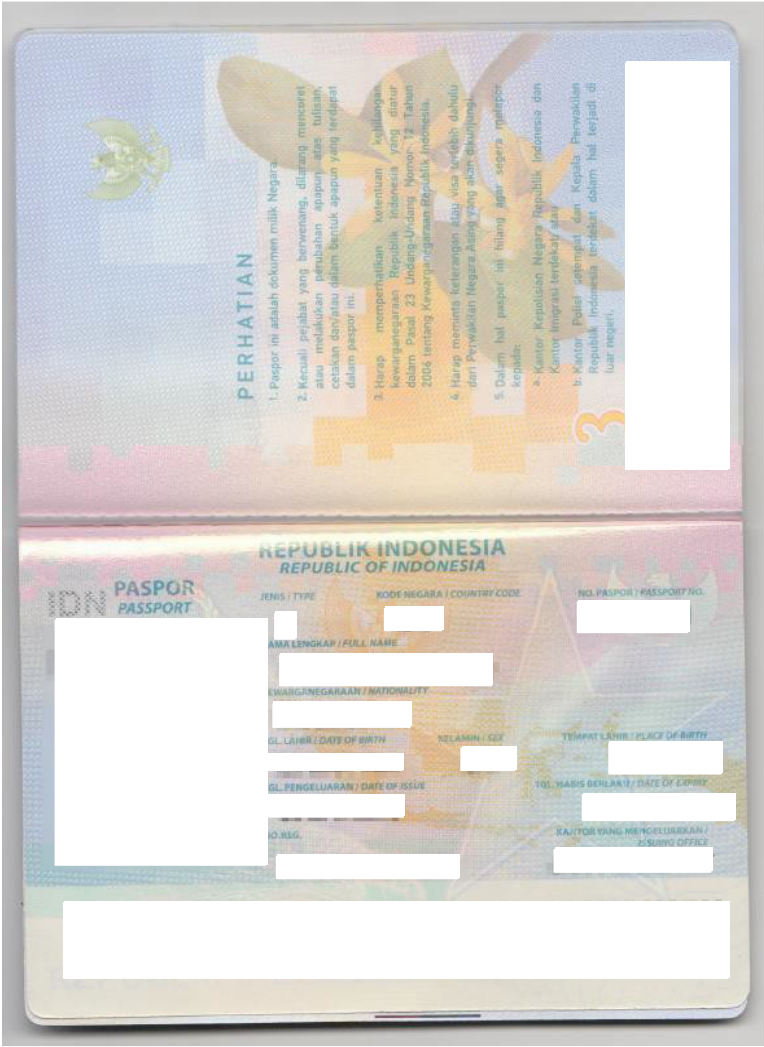


# Malaysia Passport

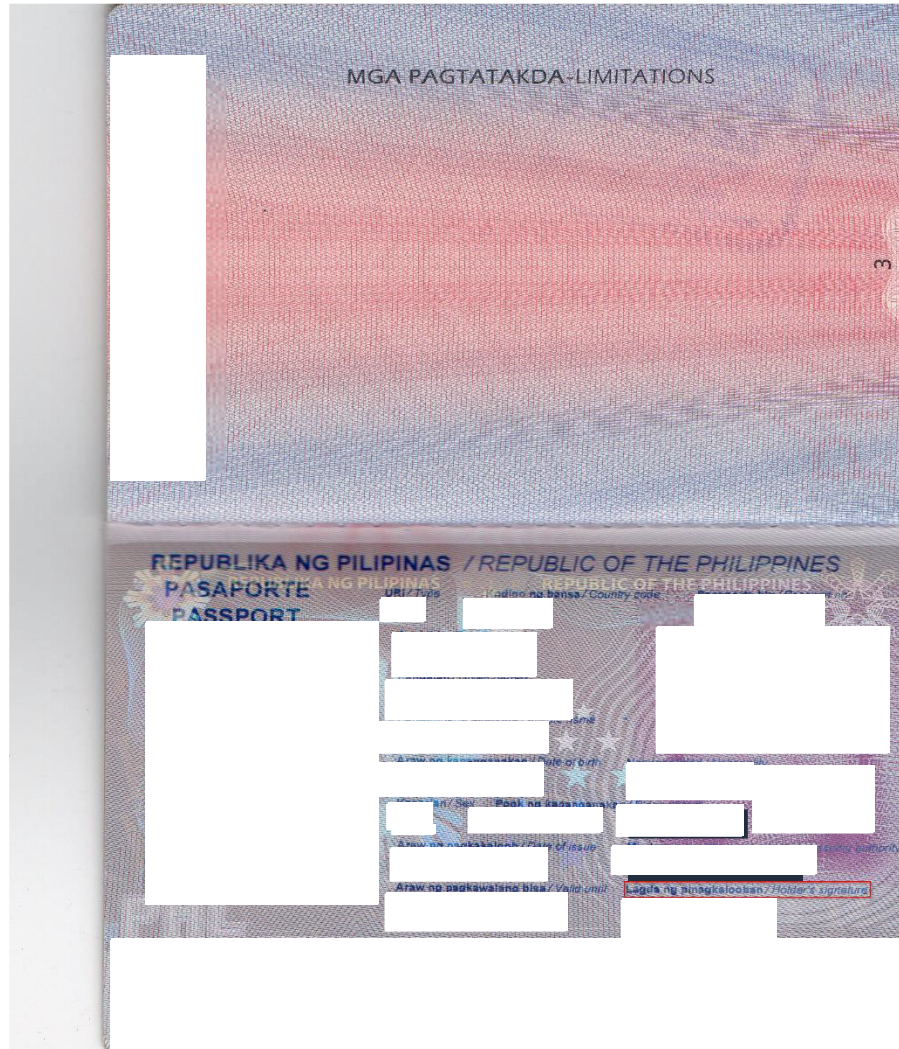




# Indonesia Passport



# Philippines Passport



# Thailand Passport

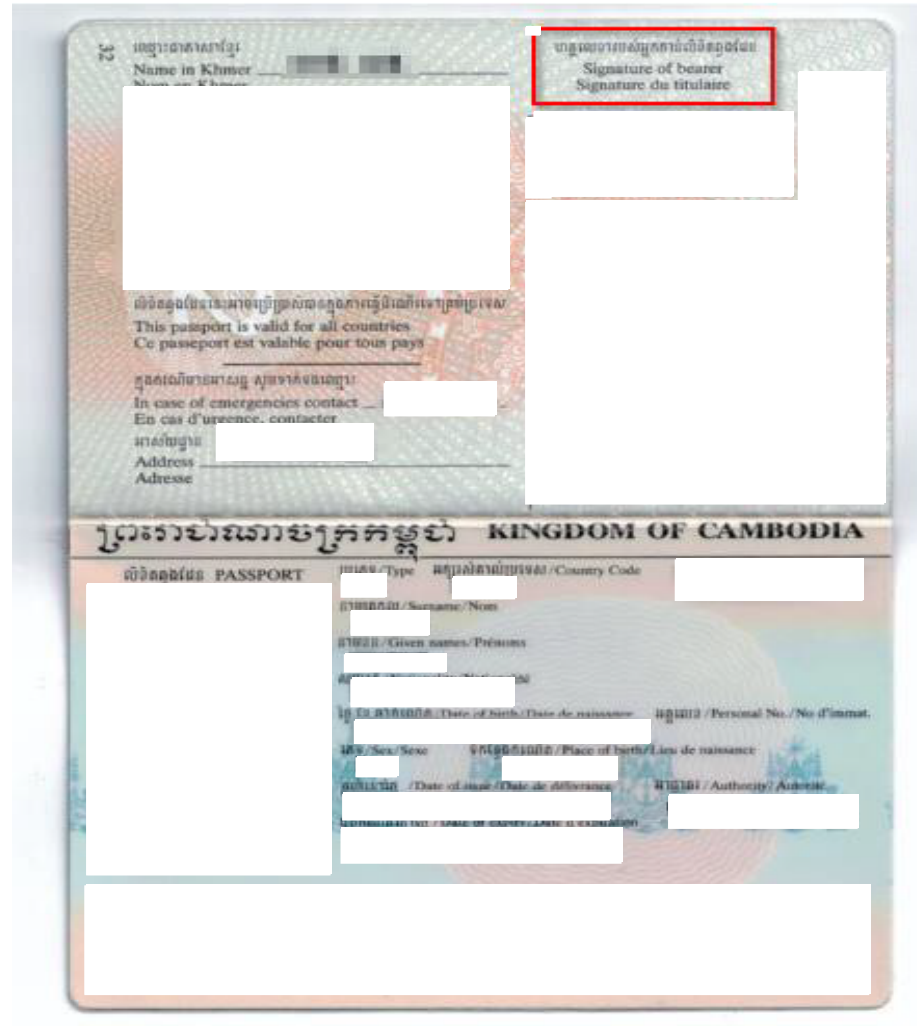




# Vietnam Passport



# Cambodia Passport



# Seller Identity Verification (4/5)

## Screenshot

The screenshot shows the 'Identity Verification' step (4/5) of the Amazon Seller onboarding process. At the top, a progress bar indicates four steps: 'Individual Information' (green checkmark), 'Billing' (green checkmark), 'Store' (green checkmark), and 'Verification' (orange circle with the number 4). Below the progress bar, the title 'Identity Verification' is centered. A link for 'Help' is on the right. A checkbox labeled 'I am the sole owner or point of contact for this account' is present. The main section is titled 'Upload Document'. It contains a form with fields for 'Name' (with a sub-label 'Point of contact'), 'Date of birth', 'Country of birth', 'Country of citizenship', and 'Identity data'. The 'Identity data' field is expanded to show 'Passport#' and 'Expiration date'. Below this is a section for 'Identity document' with an 'Upload Passport' button. Further down is a 'Business address' field. The bottom section is 'Additional document', which includes a circular icon with the letter 'B' and a dropdown menu to 'Choose a document type from the drop-down list'. The dropdown is currently set to 'Bank account statement'. Below the dropdown is an 'Upload Additional document' button. At the very bottom are 'Previous' and 'Submit' buttons.

B

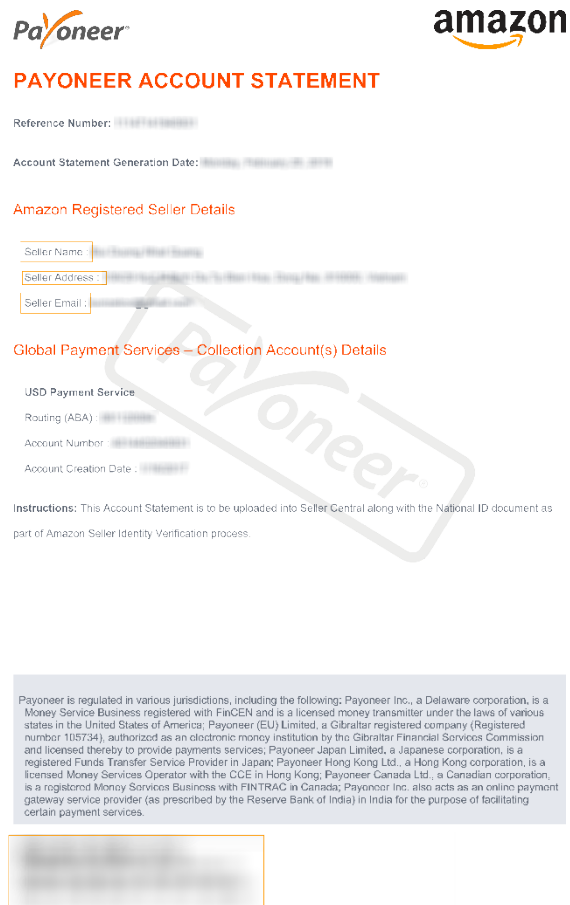
## Instructions

- ✓ 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

# Seller Identity Verification (4/5)

## Example

B



The screenshot shows a Payoneer account statement for an Amazon seller. At the top, the Payoneer and Amazon logos are displayed. The title "PAYONEER ACCOUNT STATEMENT" is in orange. Below it, the Reference Number and Account Statement Generation Date are shown. The "Amazon Registered Seller Details" section includes fields for Seller Name, Seller Address, and Seller Email, all of which are redacted with a grey box. The "Global Payment Services – Collection Account(s) Details" section shows the USD Payment Service, including the Routing (ABA) number, Account Number, and Account Creation Date, all of which are also redacted. A large, semi-transparent "Payoneer" watermark is overlaid on the document. At the bottom, there is a small text block providing regulatory information about Payoneer's status in various jurisdictions, and a redacted box below it.

Payoneer

amazon

**PAYONEER ACCOUNT STATEMENT**

Reference Number: 11567143285681

Account Statement Generation Date: Monday, February 26, 2019

Amazon Registered Seller Details

Seller Name: [Redacted]

Seller Address: [Redacted]

Seller Email: [Redacted]

Global Payment Services – Collection Account(s) Details

USD Payment Service

Routing (ABA): [Redacted]

Account Number: [Redacted]

Account Creation Date: [Redacted]

Instructions: This Account Statement is to be uploaded into Seller Central along with the National ID document as part of Amazon Seller Identity Verification process.

Payoneer is regulated in various jurisdictions, including the following: Payoneer Inc., a Delaware corporation, is a Money Service Business registered with FinCEN and is a licensed money transmitter under the laws of various states in the United States of America; Payoneer (EU) Limited, a Gibraltar registered company (Registered number 1156734), authorized as an electronic money institution by the Gibraltar Financial Services Commission and licensed thereby to provide payments services; Payoneer Japan Limited, a Japanese corporation, is a registered Funds Transfer Service Provider in Japan; Payoneer Hong Kong Ltd., a Hong Kong corporation, is a licensed Money Services Operator with the CCE in Hong Kong; Payoneer Canada Ltd., a Canadian corporation, is a registered Money Services Business with FINTRAC in Canada; Payoneer Inc. also acts as an online payment gateway service provider (as prescribed by the Reserve Bank of India) in India for the purpose of facilitating certain payment services.

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

# Seller Identity Verification (5/5)

## Screenshot

The screenshot shows the final step of the Amazon Seller Identity Verification process. At the top, a progress bar indicates four steps: Individual Information, Billing, Store, and Verification (the current step, marked with a '4' in a circle). Below the progress bar, the title 'Identity Verification' is centered. A green checkmark icon is followed by the text 'Thank you for your request'. Below this, a message states: 'We have received your information and may reach out to you for further clarification within 2 business days.' A 'Help' link is visible to the right. Below the message, a table lists the submitted information for verification.

Identity Verification

✓ **Thank you for your request**

We have received your information and may reach out to you for further clarification within 2 business days.

[Help](#)

You have submitted the following information for verification.

[^ Hide submitted information](#)

Name	, Point of contact
Date of birth	
Country of birth	
Country of citizenship	
Identity data	<b>Passport# :</b> 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'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



# 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 displays the Amazon Seller Central dashboard. At the top, there's a navigation bar with metrics: MARKETPLACES (11), OPEN ORDERS (0), TODAY'S SALES (\$0.00), BUYER MESSAGES (0), BUY BOX WINS (--), TOTAL BALANCE (\$0.00), IPI (--), and GLOBAL PROMOTIONS SALES (--). Below this, the dashboard is divided into several sections:

- News:** Contains three items: "Seamless transfer to VAT services, now available on Amazon" (dated APR 8, 2021), "Reminder: Provide product IDs (GTINs) for listings" (dated APR 7, 2021), and "Notification on new product types and attributes" (dated APR 7, 2021).
- Add a Product:** Features a "List a product to sell on Amazon" button and an "Add a Product" button.
- Deposit Method:** A red notification box stating "Your deposit method is missing or invalid" with a link to "Add or update deposit method".
- Return Address Alert:** A yellow notification box stating "Please review your return address" with a link to "Update Your Return Address".
- Action needed:** A yellow notification box stating "Check your emergency contact number" with a link to "Update now".
- Seller Forums:** Contains two forum posts: "My Forums Rant For The Day" (dated APR 12, 2021) and "Multiple rejected POAs for product condition on seven figure ASIN. Any..." (dated APR 12, 2021).
- List Globally:** A section titled "Get help reaching millions of customers by listing internationally" with a "Manage International Listings" button.

At the bottom, there's a "Debug (Internal Only)" section showing browser information: "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

[Account Info](#)

[Add new deposit method](#) [Manage Deposit Methods](#)

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

UN-ASSIGNED MARKETPLACES		
	Amazon.com.mx	<a href="#">Assign</a>
	Amazon.ca	<a href="#">Assign</a>
	Amazon.com	<a href="#">Assign</a>

- ✓ 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**  
 ⓘ Disbursement may be subject to fees charged by your bank

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](#).

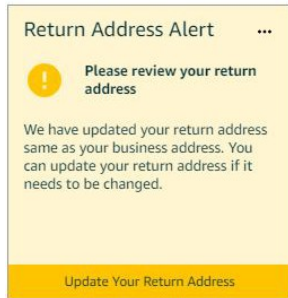
**Identify your bank account**  
To prevent misuse of your bank account, you need to verify your account details ending in 787 and provide the complete account number.  
[Learn more](#)

**Bank Account Number**

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

# Post-Seller Identity Verification

## 2) Update Return Address



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

### Default Return Address

[Change address](#)

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

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

### Amazon.com.mx Overrides

[Add new overrides](#)

### Amazon.ca Overrides

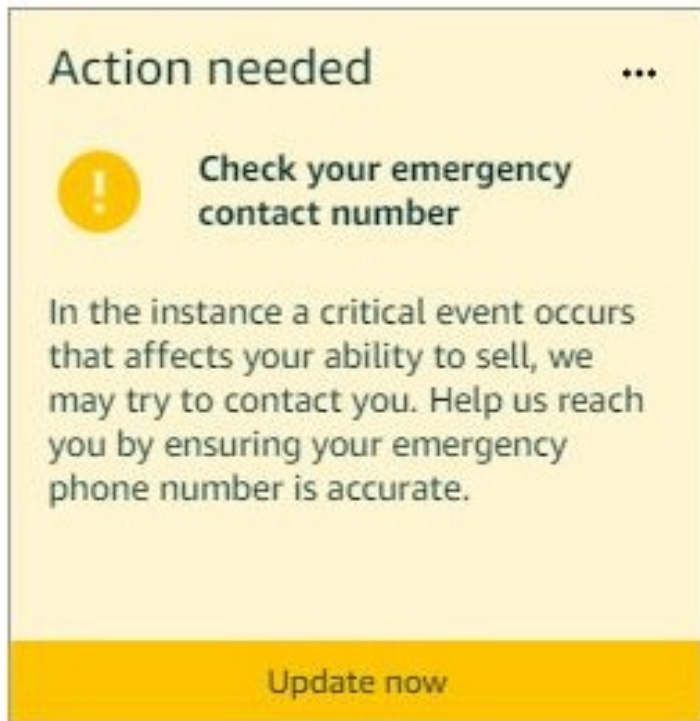
[Add new overrides](#)

### Amazon.com Overrides

[Add new overrides](#)

# Post-Seller Identity Verification

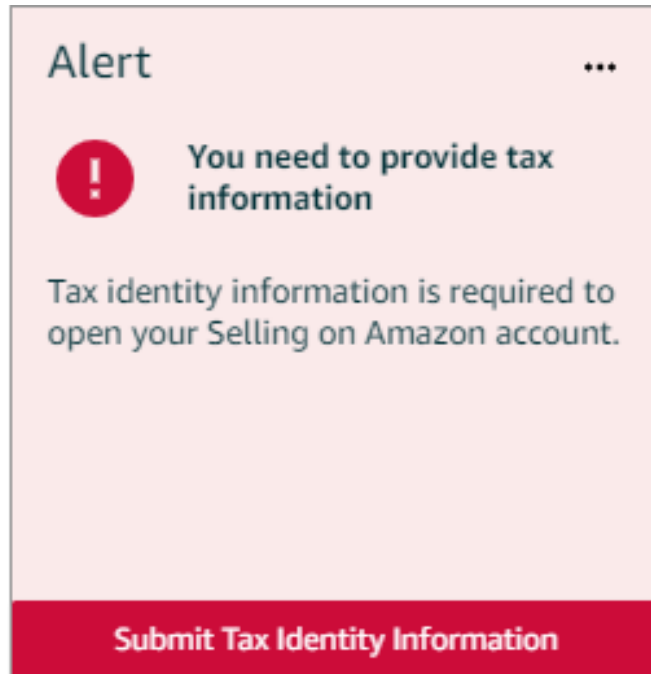
## 3) Update Emergency Contact



- ✓ 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

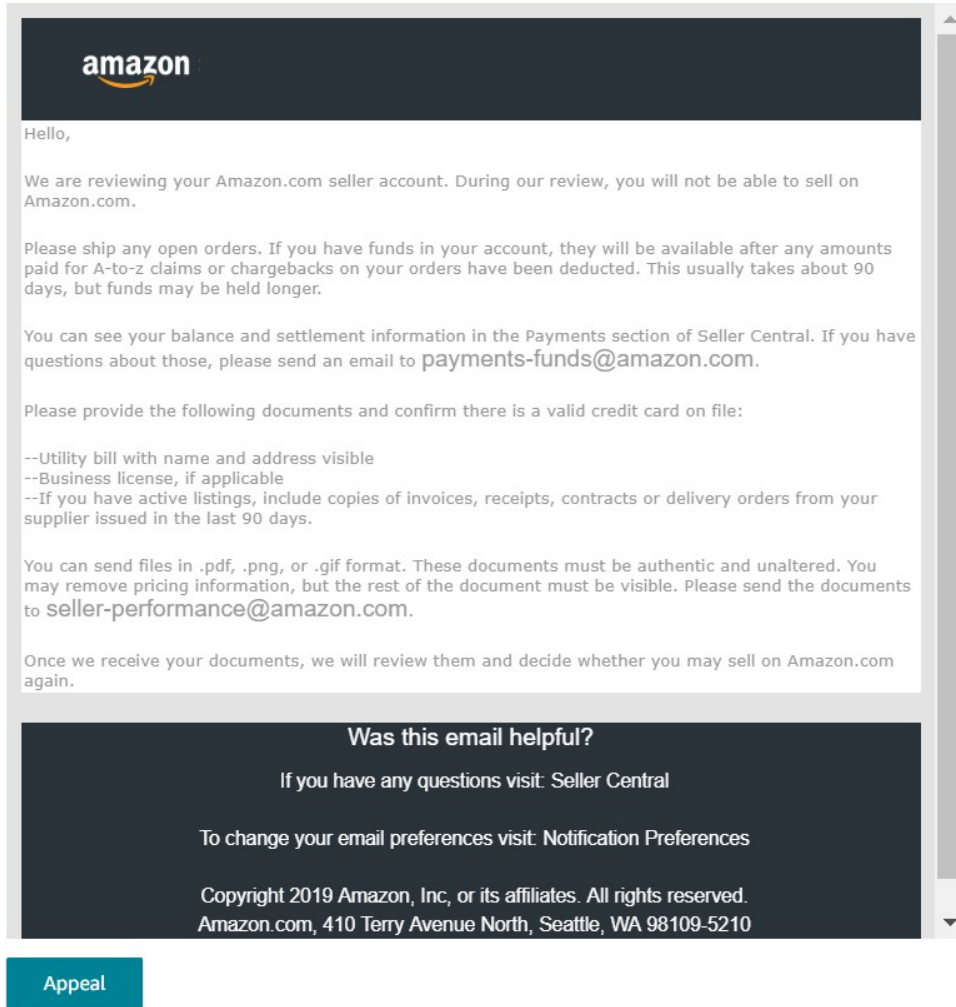
You may be asked for additional documents by Amazon Seller Performance Review team.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with links: Catalog, Inventory, Pricing, Orders, Advertising, Stores, Reports, Performance, and B2B. A yellow banner message states: "Amazon has suspended your account. Please refer to the email from Amazon to learn more about the status of your account. [Read more](#)". Below this, the "Performance Notifications" section is visible. It includes a sub-header and a table of notifications. The table has columns for Subject, Date, and Actions. One notification is highlighted with a red border: "We are reviewing your Amazon.com seller account" dated July 4, 2019, with a "View appeal" button. Other notifications include "Your Amazon.com Seller Account" (July 25, 2019), "Your Amazon.com selling privileges have been removed" (July 5, 2019), "Amazon Seller Account Protection" (July 4, 2019), and "Amazon.com Seller Account Protection" (July 4, 2019).

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:](mailto: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 Amazon Seller Central interface for enabling 2-Step Verification. At the top, a red-bordered box contains a warning icon and the text: "Enable Two-Step Verification. 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". The main content area is titled "amazon seller central" and "Step 1 of 3 Choose how you'll receive codes". It features two options: "Phone number" (selected) and "Authenticator App". The "Phone number" section includes instructions to provide a phone number, a "Receive code by:" section with radio buttons for "Text message (SMS)" (selected) and "Voice delivery", a field to enter the phone number with a country code dropdown set to "Korea, Republic of +82", a "Send code" button, and a note that "Message and data rates may apply". The "Authenticator App" option is currently unselected.

## 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.