

Finally sell with confidence on Amazon and across the globe. We make it easy and effective.

### What we offer:

1. Better Product Sales Margins (large % points better than Amazon Direct alternatives)
2. Expert Team to push growth of products (We give your products attention)
3. Most successful Marketing Techniques (SEO, AdWords, and Promotions)
4. Amazon Ecosystem optimized for growth (We know, cause we built it - we scrub, combine, and refine to highest potential)
5. World Class Technology to Drive all our expert methods.

### Overview

Product Labs is a full service Amazon selling management company. Founded by ex-Amazon business leaders, Product Labs is focused on getting the most out of any product by using the team's years of world-leading expert knowledge of the Amazon engine and selling machine. The Product Labs team has big corporate and little start-up experience ranging from Amazon, Citi, Nordstrom and Overstock to dozens of smaller startups.

### What we do

Product Labs takes care of 100% of your business on Amazon. Marketing, Inventory Management, Product Optimizations, and Customer Communication - just to name a few. After the onboarding, your only obligation is to send in more inventory when levels are low. That's it. And the best part, we don't get paid unless you do. No monthly minimums or out of pocket expenses.

### Benefits to Product Labs vs Alternatives

1. Selling it Yourself on Amazon
  - a. **Knowledge of Amazon:** Selling on Amazon is known as being a very complicated process. Even for those who learn the basics, there are hundreds of small components to the Amazon system that can either help or hurt your products' sales. We are the leading experts. We've run the actual selling systems inside of Amazon that we now use every day to optimize your products' sales.
  - b. **Additional Overhead:** Managing every aspect of selling on Amazon takes time to do it right. We have a trained team who executes on best practises and stays up-to-date on all the elements going on with your product. No need to hire up and spend the years of learning the complicated Amazon system just to get running.
2. Use Other Selling Services

- a. **Our Knowledge of Amazon:** There are other services out there that help people sell on Amazon. None of them have the insight and knowledge that we do. Our CEO was the business lead over the entire Platform; and other team members spent years building other aspects of the Amazon selling system. We know truth from fiction.
  - b. **Following Rumors:** Because Amazon is such a closed system, there are a lot of rumors online about how to best sell a product on Amazon. Many other services spend superfluous amount of time following such rumors. We know the right path to follow to get the most out of your product.
  - c. **Our Results:** In a short amount of time, we have achieved amazing results for our clients. We have taken brand-new products and grown their sales to the top one and two slots in their category. We have taken existing products and grown their sales by over 2x in 3 months. Put simply, we get results.
3. 3rd Party vs Amazon Direct
- a. **Our Method:** There are 2 ways to sell on Amazon; 1) Sell inventory to Amazon Retail and let them control your product OR 2) Sell directly to customers and control your product yourself. We sell your product directly to the customers to gain advantages for you and the customer inside the Amazon system.
  - b. **Control:** By selling directly to customers we can control your product 100% on Amazon. We control pricing, timing of promotions, the marketing, launch windows, and inventory levels. If Amazon managed your products, you do not have the above control.
  - c. **Fees:** Selling to Amazon is a risky game. They are used to dealing with very large sellers, and are not known for giving small and medium sized sellers good deals for their product. Amazon will typically pay small sellers between 30-50% of the retail price for inventory. We set up our fee structures so that our clients always make a higher percentage through us vs Amazon.
  - d. **Product Attention:** We have a team that focuses on your product. At Amazon, a typical Retail Seller has 5k - 20k products they manage at any one time (we know, cause many are our friends). We give your product focus and attention from multiple team members during any one time.

## How do we optimize:

We focus on products where our clients own the brand and sourcing channels. By doing so, we are able to do our magic under the hood and get the most out of the Amazon sales channel. For example, when you control all the inventory of your product on Amazon, that means you get all the sales. Many sellers don't do this. We will coach you in how best to do this and many other areas that help us optimize sales on Amazon.

## Full list of Services

Product Labs services include the following:

1. Full Amazon Channel Management
  - a. Onboarding
    - i. Detail Page Setup
    - ii. Inventory Setup
  - b. Detail Page Optimization
    - i. Customer friendly optimization
    - ii. Amazon system optimization. Amazon's system looks for specific things when determining who gets the top search results - and we optimize for these.
  - c. Customer Service
    - i. Feedback solicitation. We actively email buyers regarding their experience and suggest they leave positive reviews.
    - ii. Negative Feedback Management. We address concerns and try to resolve issues before they arise.
    - iii. Customer Service Management. We handle all incoming customer questions and responses about the products.
  - d. Pricing and Promotional Management
    - i. Set, adjust, and optimize product pricing
    - ii. Seasonal Promotional Deals
    - iii. Large Promotional Deals
    - iv. Amazon partnered Promotions
  - e. Advertising
    - i. Amazon Ad-word campaign Management
    - ii. Facebook campaign Management
    - iii. Google campaign Management
  - f. Inventory
    - i. Sales and in-stock management
    - ii. Replenishment reporting and Management
    - iii. Returns management
  - g. Brand Control
    - i. Brand Registry and Protection on Amazon
    - ii. Inquiries into Amazon's teams when issues arise
  - h. Sales Reporting
    - i. Daily, Weekly, Monthly reports on product sales
    - ii. Sales forecasting for inventory quantity predictions
  - i. International Channels
    - i. North America, including US, CA, and MX
    - ii. Europe, including UK, DE, FR, IT, ES, IT
    - iii. Asia, includes JP
2. Additional Channels Management
  - a. Ebay sales and inventory management
  - b. Shopify or personal website sales and inventory management