

Amazon Bad Seller Feedback Removal Flow Chart

This flow chart references the exact steps we have taken to maintain 100% Seller Feedback over the past year doing well over 150,000 total orders. Follow the steps carefully and be aware that highlighted areas are marked for you to edit with details that are specific to you and your situation.



**THE
WHOLESALE
FORMULA**

This Flow Chart is a FREE Gift From The Wholesale Formula

The Wholesale Formula is a premiere training course that details the exact methods multi-million dollar Amazon sellers Dan Meadors and Eric Lambert have used to build a flourishing wholesale based business. Their unique reverse sourcing and value building methods challenge conventional wisdom and have enabled numerous others to launch their own Amazon wholesale business through their step-by-step teaching process.

Note: Recently Amazon enrolled a number of sellers in a new feedback removal beta where the steps detailed here for feedback removal will not be the same, and in some cases the new Amazon beta does not have areas for your responses.

Does Negative or Neutral Feedback Specifically Relate to Product Performance?

Eg. The Product was poorly made and did not produce the desired result

If Yes

If No,
Go To
Next
Page

- Determine if the product is commingled or stickered
To find this information go to FBA Inventory > Search for items name or ASIN > Click on item > Review FNSKU > Commingled FNSKU > B00 (note – item is commingled if FNSKU starts with B00) > Stickered FNSKU > X00 (note - item is stickered if FNSKU starts with X00)
- Copy the order ID for the feedback in question
- Go to Help > Contact Us > Selling on Amazon > Customers and Orders > Feedback
- Paste the Order ID
- Check the comments tab to see if the customer said the product matches the description (Denote Yes or No for future step)
- Select “Product Review” as the reason

Copy/Paste one of the following messages (verbatim with your selections where highlighted) into the comments tab (choose the correct message for your situation)

If Yes

Did the customer state
the product matched
the description?

If No

Stickered

The customer acknowledged that the product matched the Amazon detail page. We cannot control product performance. Please remove this product review.

The customer exclusively discusses product performance. We cannot control the product’s performance. All of our products were purchased directly from [the manufacturer/a authorized distributor/licensed retailers] and were in new condition. Please remove this product review.

Commingled

The customer acknowledged that the product matched the Amazon detail page. We cannot control product performance. The product is commingled and may not have come from our inventory. Please remove this product review.

The customer exclusively discusses product performance. We cannot control the product’s performance. All of our products were purchased directly from [the manufacturer/a authorized distributor/licensed retailers] and were in new condition. This product is commingled, and may not have come from our inventory. Please remove this product review.

Does The Negative or Neutral Feedback Directly Reference Amazon's Performance?

Eg. Customer did not receive the order OR order was received late

If Yes

If No,
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Copy/Paste one of the following messages (verbatim with your selections where highlighted) into the comments tab (choose the correct message for your situation)

If Yes

Did the customer state
the product matched
the description?

If No

Stickered

Customer acknowledged that the product matched the Amazon detail page. The customer complaint is exclusively related to Amazon's performance. Please remove this feedback.

The Customer complaint is exclusively related to Amazon's performance. All of our items are purchased in new condition directly from [the manufacturer/an authorized distributor/licensed retailers]. Please remove this feedback.

Commingled

Customer acknowledged that the product matched the Amazon detail page. The customer complaint is exclusively related to Amazon's Performance. The product is commingled and may not have come from our inventory. Please remove this feedback.

The customer complaint is exclusively related to Amazon's performance. All of our items are purchased in new condition directly from [the manufacturer/an authorized distributor/licensed retailers]. This product is commingled and may not have come from our inventory. Please remove this feedback.

Does The Customer Directly Discuss Item Condition In The Negative or Neutral Feedback

Eg. Product was damaged, broken OR had damaged packaging

If Yes

If No,
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***Under this scenario it is advised to skip this step and move to the “Refund + Customer Correspondence” step. ***

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Commingled

The customer acknowledges that the product did match the Amazon detail page. All of our products are purchased in new condition directly from **[the manufacturer/an authorized distributor/licensed retailers]**. This product is commingled and may not have come from our inventory. Please remove this feedback.

All of our products are purchased in new condition directly from **[the manufacturer/an authorized distributor/licensed retailers]**. This product is commingled and may not have come from our inventory. Please remove this feedback.

Does Negative or Neutral Feedback Directly Discuss “Did Not Match Picture, Missing Pieces or Incorrect Item”?

Eg. Product did not match picture, had missing pieces, wrong version etc.

If Yes

If No,
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Feedback In Question Does Not Match Scenarios Listed Above (Catch-All)

Eg. Customer does not leave a response or is vague and non-descript such as “bad” OR “ok” or similar

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Additional Steps For Vague Bad Feedback if Required

Sometimes vague and short bad feedback such as “bad” or “not good” require additional steps for removal, as detailed here

If feedback was not removed when following steps from the previous page, please do the following:

Send the customer the following email:

I recently saw from your feedback that there was an issue. Was this related to the product performance? If so, please let me know so I can pass any information along to the manufacturer. If there were any issues outside of that I would love to know such that we can correct them.

Thanks,

[Your Name]

If they respond in 48 hours:

Resubmit a removal case with Amazon by following the flowchart, but insert this text at the beginning of the submission:

“We have contacted the customer and per their response [insert their statement]”

If they didn't respond in 48 hours:

Resubmit a case with Amazon for feedback removal that states only the following:

“We have contacted the customer for clarification. This feedback was directly related to product performance which we cannot control. Please remove this feedback.”

Customer Refund & Correspondence Step

-This step to be taken when noted in chart above or at your discretion-

Submit refund (general adjustment) with the below message as buyer memo (this field is limited to 255 characters):

Thanks for your order. We apologize about the difficulties you have experienced and our error with your order. Please keep the product and hopefully the refund makes your experience a better one.

- Return to the order details page
- Click the customers name (in blue)
- Email type (Refund)
- Use email below (filling in all brackets)

Hi **[Customer Name]**

Thank you for your purchase. We truly do appreciate you giving us a chance to help you. I certainly apologize about the complications that you have experienced with your order.

Again, I want to impress upon you that we really do regret the inconvenience we have caused. With that in mind, we have issued you a full refund on your purchase. Please keep the item and possibly you can find use with it somehow, or dispose of it as you see fit. We simply wanted to avoid any further inconveniences to you by having you return the item.

I truly wish that I could help you more with the situation, but these are actually the constraints of the system that we operate within, and is the best that we are able to provide. Our goal is for our customers to have a wonderful and convenient shopping experience, when doing business with our company. When that is not possible due to things beyond our control, our next objective is to provide the best customer service possible to prevent any further annoyance on their end.

If you feel that we have provided excellent customer service in this instance – we would truly appreciate if you could take the time to remove your feedback. We view feedback not only as a rating of performance during the sale, but as a testament to our efforts to provide the best service possible. If you don't feel like you can remove your feedback based on your experience – please don't feel obligated to do so. Also, your refund is in no way contingent on this, as it was already issued prior to my writing of this message.

Steps to remove feedback are located here:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=201125570>

Thank you so much for your time, and I sincerely apologize about your experience. We would love if you could find a way to give us another chance on a future purchase.

Thanks,

[Your Name]

POST

Customer Refund & Correspondence Step

-Complete This step AFTER you have completed Customer Refund & Correspondence Step-



After you have sent the Customer Refund Email, wait two days. Often times the customer will remove the feedback themselves. If they do not, create a case with Amazon using the most applicable in the flow chart for the feedback.



[Use one of the following openings that is most applicable]

- Customer acknowledged that the product matched the Amazon detail page.[DO NOT INCLUDE THIS UNLESS TRUE]
- All our products are shipped in new condition to Amazon and are inspected prior to shipment. This product was received into Amazon's inventory as new.
- We are not responsible for the quality of the product.

[Select one of the above openings that is most applicable, then proceed with the body. Use the below verbatim]

We have went above and beyond in providing the customer with a full refund without return shipping required. Please remove this feedback. Thank you for your time.

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