Sold to
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PLAN OF ACTION EXAMPLES

For Amazon Seller Appeals

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Introduction

Plans of Action are a part of life as an Amazon Seller. No matter how professional your ecommerce business is, the likelihood of needing to write a (Plan of Action) POA is very, very high. In fact, I would even go as far as to say POAs are *unavoidable.*

There are many reasons for this, but I will save your time (and the space on this page) by skipping the background and get right down to the reason why you are reading this: most likely, you need help with writing a POA to appeal a suspension, a warning, or an ASIN restriction.

Help is on the way. The pages that follow contain templates for POAs which have been derived from winning appeals with Amazon. No fluff, no unnecessary information. They should serve as an invaluable resource and guide to your current account health crisis, as well as an "insurance policy" for future POA needs.

In terms of tried-and-true ammunition for winning the war for Amazon seller appeals, you won't find many documents more potent than this. But, like real weapons, power comes with great responsibility. Without exercising caution, you could shoot your own business in the foot.

There is a right way and a wrong way to use these templates. The right way will give you the best chance (not a GUARANTEE, but a better CHANCE) of winning your appeal. The wrong way could lead to rejection or permanent suspension.

These examples are meant to be just that...*basic outlines for what winning appeals look like*. They are intended to give you a framework for writing your own POA. They are meant to show the proper language, length, detail, and voice. I've seen a lot of sellers who are lost in this process, have no idea where to begin or what to write, and need a place to get started. The following POAs are examples that have been proven to be successful. Read them, then you can construct a plan that is **unique to your specific situation**. If you treat these templates properly, they will serve you well, and most likely, help you achieve the outcome you desire…

On the other hand, if you copy one or more of these templates word-for-word, or even borrow large parts of them, you are missing the point, and you may find yourself in a worse situation. Understand, Amazon has ways of knowing if you have copied someone else's POA. Keep in mind, the plans in this booklet have all been submitted previously (minus the specific ASINs, names, etc.), and they will automatically trigger their system if you copy any language word for word. So, consider this as your official warning-**DO NOT COPY THESE TEMPLATES** in whole or in part.

How do you use these examples effectively without copying them?

Note the way each plan is structured. Also note how each plan addresses, in detail, the specific type of Amazon policy violation referenced. Pay close attention to the systematic way the root cause is communicated. The sentiments of each introduction, bullet point, and concluding statement should be communicated in your own words. By capturing the *nature* of each template, it should help you give Amazon Seller Performance representatives the information they need to reinstate you. **Again, you can't just simply copy these example POAs.** If you need help because English is not your first language, send a message here: englishhelp@provenamazoncourse.com.

One more time: As your English teachers said in high school, *make sure you use your own words*.

Treat these POA templates like loaded guns. They are to be respected for the powerful weapons they are. When used properly, they can, and should, do amazing things for your business.

One further note to keep in mind, specifically regarding IP complaints:

There are 3 major types of IP complaints. How you reply, and what action you take depends on the type of complaint.

Copyright - send a counter DMCA notice (if you are 100% sure the content is original). Filing DMCA carries with it potential legal ramifications, so make sure you are confident in going this direction.

Trademark - cite or allude to the first sale doctrine. Add your valid invoices. They need to come from an official distributor and the product has to be identical to the product detail page. If you aren't offering a manufacturer's warranty or if any quality standards set by the manufacturer for retailers are not met, you may be in jeopardy here.

Patent - hire a patent lawyer for non-infringement analysis and then add your invoices. State that Amazon should not take sides on patent cases, and can ban your items only if there is a court order, and not just based on an opinion or complaint.

If you need any further assistance, please feel free to contact me…https://ecomsellertools.com/contact-us/

Thanks for reading!

ecomsellertools

CARB Compliance Plan of Action

Dear Seller Performance:

We were notified of issues related to CARB compliance for the following listings:
ASIN: (INSERT ASIN), SKU: (INSERT SKU), Title: "(INSERT TITLE)"
ASIN: (INSERT ASIN), SKU: (INSERT SKU), Title: "(INSERT TITLE)"
ASIN: (INSERT ASIN), SKU: (INSERT SKU), Title: "(INSERT TITLE)"
ASIN: (INSERT ASIN), SKU: (INSERT SKU), Title: "(INSERT TITLE)"

Upon receiving this notification from Amazon, we deleted our listings.

What was the root cause?

*We believe we received this notification in error and that these products were incorrectly identified as being out of compliance. They ARE permitted for sale on Amazon.
*We have carefully reviewed the following policies regarding restricted products:
https://sellercentral.amazon.com/gp/help/200164330
https://sellercentral.amazon.com/gp/help/200832300
https://sellercentral.amazon.com/gp/help/CYAVS22E6CQKV2B
*We have also reviewed the CARB regulations:
https://www.arb.ca.gov/msprog/aftermkt/aftermkt.htm
*We understand that it is our responsibility to determine if any products we list on Amazon.com are subject to CARB regulations.

Evidence / Documentation that our account has not violated Amazon's restricted products policy:

*The reason we believe these containers were incorrectly flagged is because some other brands of portable containers haven't been properly registered with CARB.
*Please see the attached CARB / EO certification issued by the State of California for our ASINs. All of these ASINs are covered by EO Number (INSERT), valid through **(INSERT DATE)**

(ATTACH CARB/EO CERTIFICATION)

Other information we'd like you to know:

Initially, all of these listings were removed by Amazon. They have now been reinstated. Please confirm the restriction has been removed so that we may resume selling.
Thank you for your consideration and reinstating our ability to sell these ASINs.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Copyright Plan of Action

Dear Seller Performance Team,

I am replying to the Performance Notification for Complaint ID **(INSERT COMPLAINT ID #)** for the ASIN **(INSERT ASIN)** for a **(INSERT BRAND NAME)**-branded item. I understand Intellectual Property rights are taken very seriously and protecting rights owners is a top priority for Amazon. I am completely committed to protecting these rights. I have resolved this issue and I have taken the following actions to remedy the situation regarding the rights owner's claims.

What is the root cause of this issue:

The product in question was originally purchased directly from the brand itself. However, I now recognize I didn't have the brand owner's permission to sell their items on Amazon.

What has been done to fix this issue:

*I have placed removal orders and deleted all of the items of this brand from my account.
*I will no longer source or sell this brand on Amazon.
*I have removed other inventory that I do not have authorization to sell.
*I have reached out to the rights owner to apologize and let them know I'm now fully compliant and will not sell their products without permission.
*I have deleted an image I uploaded to the listing, ensuring there is no content I've added which could be considered as infringing.

What I will do to prevent this in the future:

*I will obtain permission from manufacturers to become an authorized reseller of the brand on Amazon.
*I have conducted a full IP audit for my product catalog to prevent any further violations of Intellectual Property.
*I have developed a comprehensive plan in obtaining authorization reseller rights for brands as well as use of their intellectual property.
*I will research USPTO to make sure I'm not infringing.
*I am working with an intellectual property rights attorney to review my inventory and make sure I don't sell any products which could potentially infringe.

Thank you for your consideration.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Counterfeit Plan of Action

Dear Amazon,

I am the principal of **(INSERT STORE NAME)** and am writing to you in regard to a counterfeit complaint that we recently received. We are committed to complying with Amazon's Intellectual Property Policy, and delivering a superior shopping experience for Amazon's customers.

Root Causes:

*We did not seek authorization from the brand prior offering their products for sale.
*We did not sufficiently understand the nature of our supplier's relationship with the Rights Owner and expected prior warnings ahead of receiving any counterfeit claims.
*We purchased the product from a reputable retailer who is an authorized distributor of **(INSERT BRAND)** products.
*We did not realize that we could receive a counterfeit complaint by listing **(INSERT BRAND)** products without the approval of **(INSERT BRAND).**
*We believe this counterfeit claim was wrongfully filed by the brand to control the distribution of **ASIN**: **(INSERT ASIN)**

Corrective Actions We Have Implemented:

*We never sold any of the items and have removed the ASIN from our inventory.
*We are unable to obtain a retraction because the Rights Owner is unresponsive. Our attorney initially contacted the Rights Owner on **(INSERT DATE)**. Our attorney has reached out to the Rights Owner multiple times, however they remain unresponsive.
*The product in question is authentic, as evidenced by the attached invoices that were issued from the following supplier:

- *Supplier Name:* **(INSERT SUPPLIER)**
- *Supplier Phone Number:* **(INSERT SUPPLIER PHONE)**
- *Supplier Website:* **(INSERT SUPPLIER WEBSITE)**

*We sent all of our invoices for **(INSERT ASIN)** to our attorney for review so that he can verify that the products we offer for sale are genuine. Please see our sworn statement attached.
*We immediately began an audit of our entire inventory to confirm that we did not have any other **(INSERT BRAND)** products listed for sale. Any active listings that were identified during the audit were subsequently deleted.
*We have designated a team member to conduct daily reviews and respond to all policy warnings and voice of the customer reports to proactively address any issues. Should an issue arise, we will be able to investigate it immediately and take actions to prevent any further issues.

Plan to Prevent Any Future IP complaints:

*Following the guidance of our attorney, we have developed an improved legal vetting process:

(a) We verify that our products do not infringe on another party's intellectual property rights.
(b) We verify that our products match the product detail page.

*We will continue to source our inventory from authorized suppliers to ensure that we provide Amazon's customers with authentic products.
*We will continue to save copies of all invoices, so that we may provide Amazon with documentation evidencing our supply chain integrity.
*We will continue to review Amazon's Intellectual Property Policies to ensure compliance. By diligently reviewing Amazon's policies, we will be better equipped to proactively prevent any potential infringement issues in the future.

We understand that in order to maintain Amazon's trust, we must continuously provide customers with a superior shopping experience, only offering products that are authentic, new and sourced from reputable retailers.

We appreciate your time and thank you for your prompt attention in resolving this matter.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Counterfeit IP Plan of Action

Dear Seller Performance Team,

Thank you for contacting me and bringing this counterfeit product claim to my attention.

Root Cause:

*I did not create the listing in question associated with **(INSERT ASIN)**.
*There were no restrictions or approval required by Amazon.com for me to sell this product.
*Therefore, I believed it was safe to purchase this product from **(INSERT SUPPLIER NAME),** local and online stores, and sold the product on my Amazon seller account.

What I have done to fix this Issue:

*Since receiving this notice, I have not sold any more of this product.
*Amazon blocked the listing and I have also made sure to close the listing. I will create a removal order as soon as the listing is unblocked.
*I have reached out to the Rights Owner to apologize and request a retraction.

What I have done to prevent this issue in the future:

*To prevent this situation from happening in the future, I am monitoring my other listings closely.
*I've noticed there is one other listing for which I could not verify the supply chain and, because of this, I closed the listing and have created a removal order for inventory of this ASIN **(INSERT ASIN)**.
*I will not list this item again.

I look forward to hearing that my ability to sell this ASIN has been restored.

Thank you!

Name
Store Name
Amazon Seller Account Email Address
Phone

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CSM Brand Review Plan of Action

Dear CSM Brand Review,

We received a request to verify the authenticity of products we list under the Estee Lauder brand. We have gathered all the required information and have attached the necessary documentation to allow for a thorough review. Any additional information, we are happy to provide.

Store Name: **(INSERT STORE NAME)**
Account Email: **(INSERT ECCOUNT EMAIL)**
Buyer information: **(INSERT BUYER NAME, STREET ADDRESS, PHONE, AND EMAIL)**

Suppliers' Information:

Supplier 1: MB Fragrances, LLC. **(INSERT SUPPLIER NAME, STREET ADDRESS, PHONE, WEBSITE, EMAIL, AND AUTHORIZED BRANDS LINK)**

(ADD SUPPLIERS, AS NEEDED)

Supplier 2: **(INSERT SUPPLIER NAME, STREET ADDRESS, PHONE, WEBSITE, EMAIL, AND AUTHORIZED BRANDS LINK)**

Supplier 3: **(INSERT SUPPLIER NAME, STREET ADDRESS, PHONE, WEBSITE, EMAIL, AND AUTHORIZED BRANDS LINK)**

ASIN's – Qty Purchased – Qty Sold
(LIST APPLICABLE ASINS)

We meticulously source all products:

- We verify manufacturer direct, or
- From the rights owner, or
- From an authorized distributor.

1. We make sure all items match the products released by the manufacturer.
2. We compare each product we source to the manufacturer's online catalog.
3. Items are matched per the lot number/expiration date, labeling, product quality and consistency. All items are checked for safety seals and original manufacturer's safety seals and packaging.

Products are once again inspected and researched prior to purchase for any trademark and copyright requirements. We research trademark and copyright via the USPTO. Items which we are not 100% confident are completely free from possible infringements, we do not list or offer these products on the Amazon platform.

Products once purchased and delivered to our warehouse are prepared and packaged for the FBA warehouse and customers. All items are monitored for returns, and coded in order to maintain our "first in, first out" process. Products kept in FBA warehouses but not selling within a prescribed window of time are recalled and removed for inspection.

We treat all buyers' messages/inquiries, whether positive or negative, as a high priority and requiring immediate attention. This ensures buyers receive customer service in line with Amazon's standards and makes sure we address any concerns quickly. We focus on buyer satisfaction. We appreciate the ability to offer products via the Amazon Marketplace. Any issues, we hope to resolve quickly and in a positive manner to ensure buyer confidence.

We have attached our invoices for your review and consideration. Please advise if you need any additional information to complete this review.

Thank you,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Damaged Defective Plan of Action

Dear Amazon Seller Performance team,

Thank you for your response to our appeal.

Description of the issues that caused the complaints:

*We believe the complaints were caused by insufficient packaging and lack of adequate quality control.
*We recognize now more than ever the desire of all Amazon buyers to have a truly seamless and fully satisfactory buying experience.
*We did not have quality packaging to ensure the items arrived in original condition.

Explanation of the steps we have taken to resolve the issues:

*In order to make sure all of our products are being shipped safely and securely we have added extra attention and full double review at each step of our quality control processes.
*Our staff will inspect every single item that leaves our warehouse and sign off on each item to ensure that they are checked and QC'd prior to shipment.
*We will hold our QC staff accountable and train each staff member on the process of double checking all items before shipment.

To ensure that similar complaints won't happen again:

*We will also add additional bubble wrap protection and stronger protective packaging to each order to ensure there is no shipping damage. In some cases, we will upgrade to double-wall boxes.
*We are now taking extra steps to ensure all items leaving our warehouse are fully tested and packaged to ensure handling and protection of the products.

Additional details we would like you to know:

*We have found a new vendor that provides a wide array of packaging products and appropriate fill protection as well as free training in the proper steps to ensure adequate packing for every shipment.
*We plan to go through this training immediately to make sure we are familiar with all of the best practices for adequate shipping protection.

We look forward to your response to our plan of action. If reinstated, we are now prepared to run a fully policy-compliant operation moving forward.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Dropshipping Reinstatement Plan of Action

Dear Seller Performance,

Thank you for your call and notification. I understand the complaints against me and I'd like to respond with the following Plan of Action.

Root cause:

I did not have the items in stock. I did not have the right system in place to prevent this. I apologize for the issues I've caused and recognize I need to maintain stock levels.

What I've done to fix this:

*I have apologized to the affected buyers and provided full refunds.
I have implemented a new inventory control software to make sure I do not run out of stock.
*We will only include our store name as the seller of record and never include supplier invoices in a box.
*I have made sure to familiarize myself with Amazon's Drop Shipping Policy: https://sellercentral.amazon.com/gp/help/G201808410
*I did not have the right procedures in place to make sure my staff and I were adequately familiar with the policy. That has been corrected.

What I'm Doing to Prevent Recurrence:

*I have implemented a strict training program so our employees know to fully unpack all shipments that come in from our wholesale suppliers before shipping orders out to buyers.
*We will only ship orders out in BLANK boxes with no logos only, and making sure no wholesale invoices are ever attached to inventory before shipping out to buyers.
*I have instituted sign-off forms and formal training to further ensure we always ship products to Amazon's customers in plain boxes.

Other Information I'd like you to know:

I closed and removed over 100 asins from my inventory because I was concerned they could have caused similar issues. I suspected they may not have shipped in a plain box. I do NOT want to ever violate the drop shipping policy again.

Thank you so much for considering my plan. I look forward to hearing that you find my remedies satisfactory and that the account deactivation is lifted.

Kind Regards,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Inauthentic Plan of Action

Dear Seller Performance,

I am writing to appeal the inauthentic claim received on our account on **(INSERT DATE)**. Please note we take this issue VERY SERIOUSLY and are providing appropriate documentation to clear up this situation in a timely manner.

Root cause:

*We send these products to Amazon in our own proprietary packaging (in authorized partnership with the manufacturer).

*For ASIN **(INSERT ASIN)**, we understand that a buyer received a product that wasn't what they expected and they concluded it was inauthentic. We apologize for the issue we've caused. We never want to fail to meet buyer expectations.

What we've done to fix this:

*We've refunded the buyer.
*We closed the listing while we investigated.
*We found the package arrived damaged, and immediately implemented new inspection steps to prevent this from happening in the future.
*We now make sure to inspect every package to guarantee there is no damage to the product before shipping to FBA. All of our products are new so it never occurred to us to inspect for product condition previously.
*We're making sure that the product is not crushed or damaged in any way. Our comprehensive visual inspection covers the product itself and not just the packaging because we are able to check for product integrity through the clear packaging.
*One buyer expressed concern about the product not performing to their expectations. We now randomly sample the product to make sure it performs properly.
*A customer thought the product packaging was confusing and wondered if they were receiving something they didn't expect. To improve the buyer experience, we updated the listing to better set buyer expectations so they know what product and packaging they will receive.
*Please see our attached invoice directly from the manufacturer with whom we have an authorized relationship.

How we're preventing this from happening again:

*We have redesigned our packaging to make sure it stands up to the rigors of shipping and won't arrive damaged. We're doing this to make sure that not only are our products protected on the way to FBA, but also all the way to the buyer.
*As soon as our listing is reinstated, we will recall 100 units for spot check inspection. We attempted to do this already, but were unable to do so while the listing is closed.
*We have updated our photos so that it is obvious what the buyer is receiving and is an exact match against the product detail page.

Supplier Information (see invoice attached):
(INSERT SUPPLIER NAME, ADDRESS, PHONE, CONTACT, AND EMAIL)

Please reach out to me at any time for additional information. Thank you for your consideration in reinstating our ability to sell this ASIN.

Respectfully,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Inauthentic Plan of Action, II

Dear Seller Performance:

Thank you for carefully considering my plan of action. I investigated to determine root cause which I had not recognized before, and as a result, I've identified and resolved the areas in my infrastructure which led to these problems.

Root cause of the issues:

*For ASINS **(INSERT ASINS),** buyers claimed the products were not genuine.
*I didn't have enough oversight for my inventory primarily because we'd never had issues of this nature before.
*I made the mistake of assuming that buying factory direct or from an authorized distributor also meant I could trust their supply chain.
*My distributor for **(INSERT ASIN)** is authorized by the manufacturer.
*The source of inventory for **(INSERT ASIN)** was allowing fake products and damaged merchandise to enter their supply chain and I didn't have the quality assurance and inspection steps in place to catch or prevent that.

What we've done to remedy this issue:

*We apologized and made sure the buyers received full refunds.
*My first inclination was to abandon these suppliers and stop selling these asins. However, that would neither address nor resolve the root issues.
*Instead, I went deeper and alerted our supplier of the issues to make them aware, and to enlist their help with prevention.
*Going further, I instituted new inspection steps to look for damaged inventory and inferior quality products as well as put in place methods to identify fakes.
*I realize now that even damage to a product can cause a buyer to question authenticity. I never want a buyer to receive damaged products.
*Because we only had 3 returns out of 53 orders for one asin, I didn't believe there was anything wrong with my inventory. I mistakenly assumed that many more buyers would have complained had there been legitimate problems. I needed policies in place to closely monitor every single message, feedback, review, return, and notification from Seller Performance. I recognize those steps are expected and should've been in place previously. Now I know how critical it is to look for them and respond immediately. We are closely watching all of these things now.
*I am determined that these issues never happen again.

How I'm preventing this from ever happening again

*Improved oversight of our supply chain: I have studied Amazon's Condition Guidelines and trained my staff to carefully review every item, removing any product of inferior quality or appearance. My staff is now trained to inspect tags, emblems, logos, packaging, holograms and other identifying marks which prove products are new and genuine. Products failing to meet these standards will not be listed. A 2nd staffer verifies these same requirements. I will NEVER sell used, damaged, or fake merchandise.
*Improved inspection steps: I've trained my staff to check every item to ensure exact match against photos, title, bullets and description on the Product Detail Page. If the packaging for a product does not match in any way, we won't list against that asin.

a) We now check to make sure NO packages are ever opened. We will not allow shelf pulls or store returns to be eligible for sale.
b) When packaging is not still factory sealed, we dispose of it. If a product was't ever factory sealed, we inspect to ensure nothing is broken or defective.

*Improved packaging: We have purchased new packaging materials that we didn't have before. I hadn't realized that retail-ready products weren't sufficiently packaged for shipping to buyers or Amazon. I now know products need better protection to ensure they arrive undamaged. We now put fragile and glass items inside protective medium bubble fill and protect all boxes for FBA in outer boxes. Some of the factory cartons were likely to have incurred carrier damage from insufficiently protected boxes.

Other information I'd like you to know:

*Please see my attached invoices, **(INSERT FILE NAME)** and **(INSERT FILE NAME)** demonstrating I purchased new products from legitimate suppliers.
*Other concerns came to light during my deep dive into my operation. While likely unrelated to my suspension, I wanted you to know I have found and resolved additional concerns.
*I've identified issues related to late shipping and I put new steps in place to make sure all tracking information is uploaded within 2 hours of shipping. We will always ship within 2 business days.
*I determined that my local post office was failing to process our packages in a timely manner. To fix this, I decided the best way to prevent further similar issues is to convert similar products to FBA so that we no longer have a weak link with the unreliable local post office.
*We have been refunding buyers in the past whenever there have been issues. I put a new policy in place to offer a replacement if the buyer is not satisfied by a refund.
*Some buyers had complained of leakage during shipping. After reading the Condition Guidelines I made sure we have appropriately sealed bags (with suffocation labels) to be used for shipping liquids.

Thank you for considering my plan. I am eager to begin selling again now that I've fixed all of the issues cited above. Thank you for your careful review.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Inauthentic Book Plan of Action

Dear Amazon Seller Performance,

We appreciate the opportunity to respond to the Performance Notification we received yesterday regarding a complaint of inauthentic for ASIN **(INSERT ASIN)**.

Root Cause:

*Approximately 75% of our current inventory consists of used books. All of our inventory is FBA. We source our books from various locations--primarily thrift stores, library book sales, and private collections.
*As you may well know, when sourcing from these types of places, the receipts provided do not have specific details regarding titles, UPC's, ISBN's, etc. While we would be happy to provide receipts from these sources, we don't believe that will adequately answer the issue at hand.
*All of our books that we source are very carefully graded. We list accurate information in the condition notes.
*We do not wish to continue to sell this particular item and it has been removed from our inventory.
*If this had been a textbook, we could understand if it had been photocopied and put into a binder, it would appear as an inauthentic copy.
*That was not the case with this book. We suspect the buyer was either confused and got our genuine book mixed up with another order they placed or perhaps it became damaged somehow in the FBA shipping process.
*We cannot fully understand what may have happened in this instance as we have no communication from the buyer, no A to Z claims, no refund requests, no negative feedback, and no negative product reviews. After very thorough research, we simply cannot see any complaints about this book in our account.

Steps we have taken to address this issue, as well as prevent it in the future:

*We inspect all books as we process them. They are properly graded according to Amazon's Condition Guidelines for books, and we are very conservative.
*We are actively responding to all messages from Amazon and from buyers within a 3 hour window. We want to ensure attentiveness to any possible concern.
*It has been our understanding that Used items on Amazon do not require invoices or receipts to be presented. We are focusing all of our efforts on product condition and accurate grading should this issue ever come up again. We are also packaging all books protectively when being shipped to Amazon so that they cannot become damaged in shipping.

Please let us know if there is any further information we can provide. We would like to receive confirmation that this case is closed and that we have done everything necessary on our side. Thank you for your consideration and please let us know if there is anything further we can do.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

IP Suspension Plan of Action

Dear Seller Performance,

Please consider our revised Plan of Action regarding our suspension for IP complaints related to ASIN **(INSERT ASIN)**. We believe we have addressed these issues and have come into full compliance.

Root cause:

*We listed our inventory against **(INSERT ASIN)** without pre-approval of the brand/rights owner.
*We did not research the product fully regarding intellectual property, did not reach out to the rights owner prior to listing and did not understand the products we listed needed to be sourced from the manufacturer directly.
*We sourced our inventory from a wholesale supplier, under the incorrect assumption they were an authorized reseller.
*We did not match our products to the manufacturer's online catalog to verify our products were the same as the products on the product detail page.
*Unfortunately, we failed to recognize the key difference was the brand and logo are not an exact match to the product released by the brand owner and manufacturer.

What we have done to immediately fix the issue:

*We closed and deleted the listing from our inventory and will not offer this ASIN in the future.
*We have refunded buyers with complaints.
*We reached out to the brand owner multiple times through phone and email but could not get them to agree to retract. We've exhausted all efforts to reach an agreement with the rights owner, including removing any related images from our own website.
*Out of an abundance of caution, we reviewed all our listings to ensure there were no other similar products or issues. We have proactively deactivated several listings with the potential of IP infringement.

How we are preventing any similar issues going forward:

*We have hired an intellectual property counsel, and have tasked them with reviewing any products we wish to offer. This will ensure there is no possibility of intellectual property infringement.
*All products will go through a cursory research phase via the USPTO and Google to ensure we have discovered any issues related to intellectual rights for products we wish to list in the future.
*All products will be fully researched prior to listing on the Amazon Marketplace.
*We will reference https://www.uspto.gov/ as a source for IP information and a database to check IP to ensure we are not infringing when we add listings.
*Our staff is thoroughly educated and trained to look for branding on products to make sure there are no restrictions of any kind against adding our products to the listing.
*All products will be compared and inspected against the brand owners/manufacturer's catalog, to ensure there is no variation in product logos, branding or exterior packaging.
*We have familiarized ourselves with Amazon's Listing Guidelines as well as Amazon's Anti-Counterfeiting Policy, Amazon's Trademark Usage Guidelines, and Amazon's Intellectual

Property Policy. We've taken summaries of these policies and created our own internal policies to guide listing selection.
*We now require all staff involved in the listing process to go through Seller University to make sure they are familiar with the practical application of Amazon's policies and guidelines as mentioned above. We have established a protocol for our company to ensure all products pass our intellectual property research.
*If we are not 100% positive on the status of the rights owner, branding, intellectual property rights or our ability to offer or sell the product, we will not list the item in our inventory.
*We now make sure every product we source is an EXACT match against the product detail page in every way, including: brand, title, bullets, description, and images.
*We have a policy in place to create a new listing if the product we source is not an exact match for the product in the catalog.
*We have already created and manufactured our own products for sale on our own website. We are eager to add our own branded product line to Amazon going forward so that we avoid the possibility of listing against another brand's listing unless we have permission to do so.

Other information we would like you to know:

We simply did not understand Amazon's policies regarding listings and IP. We now have a thorough understanding of the issues involved and have familiarized ourselves with Amazon's policies regarding listing creation and intellectual property. We accept responsibility for the issues we caused. Please see our attached invoice for the genuine products we purchased. We had no intention of violating another seller's intellectual property. We are committed to never let this happen again.

We understand that our suspension was justified and what we did was not beyond our control. We are committed to operate as a trusted 3rd party Seller on the marketplace. Thank you for your careful review of our appeal for reinstatement.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

IP Suspension Plan of Action II

Dear Amazon Brand Engagement Team / Seller Performance,
Thank you for providing me the opportunity to appeal my account deactivation due to a counterfeit complaint.
I understand that Amazon takes failures to comply with requirements very seriously, and I apologize for the issues I've caused.

The root cause of Infringement:

When I received the notification regarding ASIN **(INSERT ASIN)** that my product might be counterfeit, I contacted my supplier immediately in order to verify the chain of custody and that my product is in fact genuine. This complaint was a mistake. Please see the attached retraction issued by the brand owner. My product is genuine and didn't infringe any trademark. Again, this false complaint **has been retracted**.

Corrective actions to address current infringement:

*I contacted the rights owner immediately
*I conducted a full audit of my inventory, listings, and Amazon account. I verified all products match the Amazon detail pages exactly.
*I inspected my listings for trademark and referred all questionable items to an intellectual property attorney and will wait to relist, pending their review.
*I designated staff to visually inspect all inventory to ensure an exact match against the product detail pages.
*I have audited my entire inventory against the product listings and manufacturer information to ensure no possible infringement.

Steps taken to prevent this in the future:

*I understand Intellectual Property rights are taken very seriously and protecting rights owners is a top priority for Amazon to maintain the Marketplace as a fair and safe place for both customers and manufacturers.
*I am completely committed to protecting these rights and understand there is a lot of pressure on brands from sites selling inauthentic products.
*I have carefully reviewed the following policies:

Intellectual Property Policy for Sellers:
https://sellercentral.amazon.com/gp/help/help.html?itemID=201361070
Intellectual Property Policy for Sellers - FAQ about Copyrights:
https://sellercentral.amazon.com/gp/help/help.html?itemID=JLSFCSEA8C9EZYZ&language=en_US&ref=ag_JLSFCSEA8C9EZYZ_cont_201361070
Intellectual Property Policy for Sellers - FAQ about Trademarks:
https://sellercentral.amazon.com/gp/help/help.html?itemID=ZUQ6GBBXQVHQKF2&language=en_US&ref=ag_ZUQ6GBBXQVHQKF2_cont_201361070
Intellectual Property Policy for Sellers - FAQ about Patents:
https://sellercentral.amazon.com/gp/help/help.html?itemID=Q53DXVX2D2TPCPQ&language=en_US&ref=ag_Q53DXVX2D2TPCPQ_cont_201361070

What I'm doing to prevent this in the future:

*In addition to my improved infringement analysis procedures, I am actively requiring all of my suppliers to supply assurances of authenticity, quality, and other detailed product information.
*Furthermore, I will regularly review Amazon's policies to stay on top of any of the updates.
*I am actively monitoring changes in laws and regulations.

Again, these infringement/counterfeit complaints have already been resolved. I have updated my business practices to adequately identify, correct, and prevent infringement complaints. I am asking your team for a fair review. I respectfully request the removal of this complaint from my record, and request the ability to continue to sell this product.

Thank you for working with me to resolve this issue. I look forward to continuing to sell on the Amazon platform.

Sincerely,
Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Inauthentic Claims Plan of Action

Dear Seller Performance,

Thank you for the chance to address the inauthentic complaints we have received. We deeply value the privilege of selling on the Amazon platform. We are committed to do whatever is necessary to make adjustments to our business and ensure a customer experience that is up to the standards of Amazon. We recognize our mistakes and wish to correct them. We would like to submit the following plan of action for your consideration to allow us to continue selling this ASIN on Amazon.

The root cause:

*The buyer stated, "The material does not match the original manufacturer style and does not fit correctly. I have doubts that this is an original product."
*Despite having purchased this product directly from the manufacturer (see our attached invoice), we did not inspect every shoe we ordered, nor did we compare it to a sample to ensure quality and exact match.
*We recognize these issues, and take full responsibility for the negative buyer experience.

What we have done to resolve the complaints:

*We have sent messages to the customer via the Amazon messaging system to apologize.
*We ensured this buyer received a full refund.
*We closed the listing while we investigated.
*We placed a removal order for the remaining inventory in stock so we can spot check for quality and condition issues.

The steps we have taken to prevent future complaints about the condition of our items:

*Through our new training documents, we are actively ensuring all new employees are trained to inspect every product, ensure every product is in new condition, an exact match for the product detail page, and is an exact match to a sample of the product that we maintain for quality inspection comparison purposes.
*If any item is damaged or in any way fails exact match comparison, it will not be permitted to be sold on Amazon and will be discarded.

Thank you for your time and consideration in hearing our plan of action.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Price-Gouging Suspension Plan of Action

Dear Seller Performance:

Thank you for the chance to address your concerns regarding ASINs **(INSERT ASIN)** and **(INSERT ASIN)** which resulted in my suspension. I am sorry for the issues I caused in this situation. I am very committed to rectifying the problem.

After thoroughly investigating, I have determined the root cause:

I was selling high demand items with high traffic and sales. I thought I had made every attempt to ensure my prices were in line with other sellers of this product, both on Amazon and other platforms. My repricer was set to a MAX of **(INSERT PRICE)** for **(INSERT ASIN)** and while that was under 10% above the Buy Box price, I see now that is too high for an in demand item during an emergency. When I received a price notification from Amazon, I lowered the price immediately to comply with Amazon's pricing suggestion. When I reduced my pricing, the temporary restriction was removed and I mistakenly assumed this meant I was found to be in compliance.

The actions I have taken to resolve the issue:

*I have closed the listings associated with this policy violation and I have also closed my listings for sanitizing wipes.
*I have implemented repricing policies to ensure I'm never the highest price for an asin.
*I have steps in place to ensure my pricing is in line with 90 days of historical pricing for the product.
*I have reviewed my minimum and maximum prices in our repricer for all current active listings and have lowered our prices consistently.
*I didn't realize how much the price would swing and how important it was to ensure my repricer reflects both my own standards and Amazon's TOS regarding fair pricing.
*I am committed to regularly review prices, paying special attention during times of national emergency as well as for essential items.
*My repricer is set to prevent any of my prices from increasing by more than 10% at any time. I changed a setting in the repricer that prevents the price of the product from jumping to max price (even when the Buy Box is above my max set price).
*I have familiarized myself with Amazon Marketplace's Fair Pricing Policy.
https://sellercentral.amazon.com/gp/help/G5TUVJKZHUVMN77V
*I am spot checking prices weekly on Amazon and other marketplaces including Jet, Walmart, Target and Kohl's to ensure my prices are comparable and not in any way unfair as compared to other recent prices.

What I've done to prevent recurrence:

*I am actively monitoring Amazon's price notification reports daily to avoid issues.
*I have placed an upper limit mark on my repricer to make sure pricing never goes above a reasonable and equitable price ceiling.
*I'm also making sure my pricing is in line with applicable State and Federal Law.

Other information I'd like you to know:

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I've never had any issue related to pricing and there have never been associated pricing concerns with my account. I am dedicated to staying within Amazon's policies. I didn't realize my pricing would run afoul of Amazon's policies. My new standards and policies require I see and respond within 3 hours to any contact from Amazon.

I really appreciate the privilege of selling on Amazon. I have fully remedied the situation and will absolutely ensure I stay within Amazon's guidelines to avoid any actions that could be construed as price gouging. Thank you for your consideration in reinstating my account.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Product Condition Plan of Action

Dear Seller Performance,

Thank you for the chance to address the customer condition complaints we have received on our account. We deeply value the privilege to sell on the Amazon platform and want to do whatever is necessary to make adjustments to our business and ensure a customer experience that is up to the standards of Amazon. We recognize our mistakes, wish to correct them, and also intend to comply with Amazon Policy moving forward. We would like to submit the following Plan of Action for your consideration to allow us to continue selling on Amazon.

The root cause(s) that led to the complaints about the condition of our items:

*As a new seller to the platform, we entered into a new business partnership in June of 2019 with a team of eCommerce consultants who directed us toward purchasing liquidation inventory from **(INSERT SOURCE COMPANY NAME)** and **(INSERT SOURCE COMPANY NAME)**.
*We purchased this inventory from **(INSERT SOURCE COMPANY NAME)**, which is located at **(INSERT ADDRESS OF SOURCE)**. Though it was sold to us labeled "new" condition, there were a small number of items that were not in new condition, which is why we received complaints.
*Our inspections of this inventory were not adequate, nor were the quality control standards for our entire inventory.
*We hired employees to help us to handle our increasing workload, but they did not receive adequate training at the time of hire.
*Inventory that should have been classified as "used" made it into our inventory when it shouldn't have. This included items which had been opened or which had damaged packaging.
*Our poor choice in choosing a vendor and our inadequate quality control measures caused damage to our business, our standing with Amazon, and the customer experience.

The actions we have taken to resolve the complaints about the condition of our items:

*We have removed all inventory that came from **(INSERT SOURCE COMPANY NAME)**.
*ASINs removed include but are not limited to: **(INSERT ASINS)**
*We have sent messages to all affected customers via the Amazon messaging system to apologize regarding the condition of the items they received.
*We also issued a monetary credit to each customer to help rectify the mistakes that were made and restore faith in the Amazon brand.
*We have PERMANENTLY STOPPED all liquidation purchasing completely, and will only be sourcing from wholesale distributors and manufacturers who are approved by the brands themselves.

The steps we have taken to prevent future complaints about the condition of our items:

*We have completely restructured our business model from the ground up beginning with firing the employees who were responsible for processing the ASINs which had such obvious product condition issues.
*We have removed ALL inventory from liquidation sources. We will never again source from **(INSERT SOURCE COMPANY NAME)** or any similar type of subquality channel.
*Through our new training procedures, we will ensure all new employees are educated to inspect every product, ensure every product is in new condition, an exact match for the product

detail page, and is protectively packaged to prevent shipping damage (according to Amazon's Condition Guidelines).
*We have implemented an update to our employee training manual and have created a 72-hour training seminar for all future employees, covering Amazon policy as it relates to product condition. If any item is damaged or appears used in any way it will not enter our inventory and will be discarded.

Other information we'd like you to know:

We dissolved our partnership with the consulting firm which introduced us to liquidation purchasing.

We wholeheartedly agree with Amazon's decision to place our account under review for condition complaints. We are thankful for the downtime as it has caused us to redefine the way we do business. Should you grant us the privilege of being able to continue to sell on your platform, we are now prepared to provide a much better customer experience for Amazon's customers.

Thank you for your time and consideration in hearing our Plan of Action,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Retraction Request Example

Good Evening **(INSERT INDIVIDUAL NAME)**:

I wanted to start this conversation off with an apology. Our client's intentions in doing business were never to infringe on your property rights.

We thank you for working with us, and will do what's required to make this right with you.

Though our client **(INSERT STORE NAME)** purchased from a very reliable source, **(INSERT SOURCE NAME)**, miscommunications can still happen.

I spoke with **(INSERT SOURCE NAME)** about this product, and they assured me that a member of their legal team would be reaching out.

I am going to leave the legal information below:

(INSERT EMAIL CONTACT HERE)

As mutually agreed, **(INSERT STORE NAME)** will send compensation directly to you for the _____ that was sold.

The item was purchased for **(INSERT PRICE)**, and sold at **(INSERT PRICE)**.

Our client agrees to provide payment to you of double retail value **(INSERT PRICE)**, as that will be 10X what they originally paid for the item.

In return, you **(INSERT COMPANY NAME)**, agree to draft a retraction email for our client (Fernando Telisco) withdrawing the infringement claim and send it directly to Amazon at the email listed below:

notice-dispute@amazon.com

Payment will be initiated within 24 hours from the time you accept and respond to this proposal. The retraction email would need to be drafted and sent to Amazon's email above within 24 hours of receiving payment.

The retraction email needs to list the complaint ID, ASIN, and Store Name involved as well. That information is detailed here for your convenience:
Complaint ID: **(INSERT COMPLAINT NUMBER)**
ASIN(s): **(INSERT ASIN NUMBER)**
Store Name: **(INSERT STORE NAME)**

Please CC us at the following address: **(INSERT EMAIL ADDRESS HERE)**

Lastly, the retraction will need to come from the same address/email/info as you used to file the complaint.

Our client has also agreed to remove any and all past, present, and future "**(INSERT BRAND NAME)**" products to ensure they do not infringe on your property rights again.

Now that we know what to look for, we will ensure this does not happen again.

Once again, we apologize for the inconvenience, and appreciate your professionalism and help in this time-sensitive matter!

Best Regards,

Name, Company Name
On behalf of: Amazon Seller Account Email Address
Phone

ecomsellertools

Retraction Request Example II

Dear **(INSERT IP RIGHTS OWNER)**,

I was notified by Amazon on **(INSERT DATE)** about concerns over infringement for an Amazon listing for your brand.

I'm sorry for the trouble this has caused you.

I have taken immediate action to come into complete compliance by deleting all of my inventory of this product as well as all inventory in my possession for your brand.

I will no longer source any of your products unless I obtain permission to do so.

I did not realize that obtaining the product and selling it on Amazon.com would present an issue. While I would be very much interested in becoming an authorized channel partner, I understand if that is not possible.

Again, please accept my sincere apologies.

If you feel I have adequately addressed these concerns, could you please send an email to notice@amazon.com and notice-dispute@amazon.com to have this rights owner complaint id **(INSERT COMPLAINT ID)** removed and to let Amazon know we are no longer infringing? Could you cc: me at **(INSERT EMAIL ADDRESS)** so that I know that my account has been cleared?

My Amazon store name is: **(INSERT STORE NAME) (under the email: INSERT AMAZON ACCOUNT EMAIL ADDRESS)**

I am happy to answer any further questions as you may require.

Thank you so very much for your time and consideration.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Safety ASIN Complaint Plan of Action

Dear Seller Performance:

We are responding to a complaint we received for ASIN: **(INSERT ASIN)**

Thank you for your patience while we investigated these concerns.

Root cause of the issue:

A buyer complained about an allergic reaction. Despite the necessary information being printed on the packaging, the buyer did not realize this product contained ingredients which could cause a reaction.

What we have done:

*We made sure the buyer received a refund.
*We closed the listing.
*We requested a BIN Check to ensure there were no issues with the products: see Case ID: **(INSERT CASE ID)**.
*The FBA Team indicated "they were unable to find any defects and all of your inventory is correct."
*We also verified our product was well within Amazon's requirements for expiration dates.
*We contacted the manufacturer to explain the concern and request additional information.
*We requested manufacturer verification of testing for this batch of this product to ensure there were no issues.
*We thoroughly reviewed all aspects of the product packaging and determined some areas for improvement (see below).

How we will prevent these issues going forward:

*When we contacted the manufacturer, they clarified two things that had come to their attention.
*They educated us that SOME allergy sufferers with severe shellfish allergies may have an allergic reaction to some of the ingredients in their manufacturing facility. To clarify, these ingredients are NOT in the actual product itself and are only in the facility.
*This product has been thoroughly tested and certified to be safe.
*The product packaging already displays safety warning information language. We have amended/updated the Product Detail Page to better highlight this information. We want to be sure to bring attention to possible exposure to this ingredient for any severe allergy sufferers.
*To further emphasize this safety information, we will further highlight these important facts by investing in Enhanced Brand Content for the listing once we are reinstated to sell the product. This will ensure consumers receive necessary education and gain proper expectations and awareness of the product.
*We ensure we do not cover any manufacturer product information or warnings when we apply FBA prep labels.

Please see our attached invoice titled **(INSERT SUPPLIER INVOICE NUMBER).**
Please see an explanatory note from the Manufacturer's General Manager of Production and Quality Assurance (Exhibit #_____).
Please verify directly with the supplier (contact information provided below) that we are an Authorized reseller.

Authorized Reseller Verification Contact Details: **(INSERT NAME, TITLE, EMAIL, AND PHONE OF DIRECT CONTACT TO SUPPLIER)**

We have done everything within our power to remedy all safety, condition and quality concerns to best protect and ensure a positive buying experience.

We sincerely apologize for the concerns buyers have expressed. We are very confident that these concerns have now been adequately addressed.

Thank you so much for your careful review.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Safety ASIN Complaint Plan of Action II

Dear Seller Performance:

Thank you for allowing me to address concerns regarding the condition of ASIN **(INSERT ASIN)**.

Root Cause:

We understand a buyer indicated that one of the seals on the box was missing and they weren't sure if perhaps the box had been opened prior to shipping. We apologize for the issue this buyer experienced.

What we have done to address the issue:

*We have refunded the buyer.

*We apologized to the buyer via messaging.

*We recalled our inventory, closed the listing, and are inspecting the product.

What we have to prevent this issue in the future:

*We have implemented a new 2-step verification to ensure all product safety seals are checked upon arrival at our warehouse and then again by different personnel before leaving our location. If the seal is not intact, we won't ship.

*We have implemented new packing procedures. We do not know if the product seal was broken on the way to FBA or after it was shipped by FBA to the buyer. To remedy this going forward and prevent either type of issue, we have improved our packaging methods according to Amazon's guidelines.

*We purchase this item directly from the manufacturer in sealed cases. Once we receive the sealed cases we open each case and verify that the manufacturer's safety seal that covers the cap is intact. Each container is then removed from the case and individually wrapped with 2" bubble wrap and bagged prior to shipment to Amazon.

*We make sure every product will withstand a 3-foot drop test.

Thank you again for allowing me to address this issue and please let me know if you need additional information.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Suspension of ASIN Creation Plan of Action

Dear Seller Performance,

I'm following up regarding a policy warning I received on **(INSERT DATE)** for a duplicate listing for ASIN **(INSERT ASIN)**. I was advised by Listing Evaluation Team to provide a Plan of Action to reinstate my ability to create new ASINs.

Root cause:

*Please note that I did not create ASIN **(INSERT ASIN)**. This duplicate ASIN was created by another seller. I informed Seller Support that this ASIN was a duplicate, and requested it to be merged with existing ASIN **(INSERT ASIN)** (Case ID **INSERT CASE ID**) on **(INSERT DATE)**.

*The policy warning for ASIN **(INSERT ASIN)** was issued in error, because I never created the second listing.

*After my merger case request (Case ID **INSERT CASE ID**), the duplicate ASIN was merged to **(INSERT ASIN).**

How do I plan to prevent creating duplicate product detail pages in the future?

*I have always been careful with the privilege of creating asins. Going forward, I will ensure that no duplicate listings are created by us.

*Before creating a new ASIN, we always check the UPC, EAN, ISBN, ASIN, or JAN and other product identifiers including name of the product to make sure that there is no existing listing for the product. We always use product identifiers to create new ASINs to avoid duplicate listing creation.

*My team and I have thoroughly reread Product Detail Page Rules:
http://www.amazon.com/gp/help/customer/display.html?nodeId=200414280&referral=A22DN2WG2BK6AJ_A1JX0NYA183IQF
and the Amazon Detail Page Requirements & Restrictions including ASIN creation policy:
https://sellercentral.amazon.com/gp/help/help.html?itemID=201844590&language=en_US&ref=ag_201844590_cont_1801

I fully understand that we can lose our account privileges permanently if we create any new duplicate product detail pages.

I would like to request reinstatement of my ability to create ASINs.

Thank you so much for your consideration.

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Used Sold as New Plan of Action

Dear Seller Performance,

Thank you for notifying me about the issue regarding ASIN **(INSERT ASIN)**.

Root cause:

*The buyer mentioned to me that although the product they received was Brand NEW in the sealed retail box, when they opened it, they found that the batteries had leaked.

What I've done to fix this issue:

*I apologized to the buyer.
*I made sure the buyer received a full refund.
*Even though the return timeframe was outside of Amazon's policies, I still accepted a return and provided a return shipping label and full refund.

How I'll prevent this from happening again:
*This product was brand new, factory-sealed but was old stock.
*Due to the age of manufacture, the batteries were out of date.
*I will no longer purchase products containing batteries where I am unable to inspect the batteries, and the age of the product is greater than two years.
*I have studied all of the rest of my listings to make sure there are no other products in my inventory which have batteries older than two years.
*I will inspect all batteries before shipping.
*I studied Amazon's Condition policy to ensure I am familiar with Amazon's definition of "New": https://sellercentral.amazon.com/gp/help/help.html?itemID=200339950

Thank you for your consideration in reinstating my ability to sell this listing.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Used Sold As New Plan of Action

Dear Seller Performance,

Thank you for giving us the chance to address the issues related to ASIN **(INSERT ASIN)**. We accept responsibility for the problems we've caused.

Root cause:

*The buyer complaint indicated the buyer received a used product that was made of a plastic material.

What we've done to fix this:

*We closed the listing while we investigate.
*We attempted to reach out to the buyer and apologize (that was our sincere intent) but we were unable to see which buyer issued the complaint.
*We've contacted the manufacturer to make sure they only send us NEW inventory.
*We've put new inspection steps in place for when we receive inventory from the manufacturer.
*We inspect every item to make sure it is NEW.
*For any returned items we receive in our warehouse, we immediately segregate any returns and isolate them so that they CANNOT make it back into our inventory for sale.
*We ONLY sell NEW products. We purchase directly from the manufacturer with whom we have an official relationship (please see our attached invoice).

What we'll do to prevent recurrence of this issue:

*We've instructed our prep center to inspect EVERY product before it is sent to FBA. They will NOT send any products which are used or damaged.

Other information we'd like you to know:

The original buyer complaint indicated the product they received was made of PLASTIC. We DO NOT sell and have NEVER sold a product that is used. Please note, we have never sold a product like this made of plastic. Our version is made only of metal. We believe this product somehow made its way into our inventory by being overlooked. Our new inspection steps would prevent this.

Thank you for your careful consideration in reinstating our ability to sell this asin.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools

Used Sold as New ASIN Reinstatement Plan of Action

Dear Seller Performance:

We received a Performance Notification on **(INSERT DATE)**. Our listing was removed due to a complaint of used Items sold as new for ASIN **(INSERT ASIN)**.

We take all issues like this very seriously and gave this our immediate attention. All of our available resources were focused on addressing and rectifying these concerns.

Root Cause:

*We take full responsibility for the negative experience customers have expressed concerning this ASIN.

*We have had only one correspondence through buyer-seller messaging regarding this product. No indications of buyer complaints appear in any other reports or messaging. We have taken immediate action to correct these issues.

*We suspect shipping damage could have caused this.

Steps we have taken to resolve the issues and ensure that similar complaints won't happen again:

*Instituted new shipping / packaging guidelines

*Reviewed catalog page for accuracy

*Assessed item as compared to condition guidelines

*Our investigation found that we need to make sure our packaging is consistent for every order. We have instituted new packaging guidelines to help protect all products (not just this ASIN) during shipping to the buyer.

*We have implemented specific steps to make sure our product always matches the listing description and the entire product detail page.

*In our processing facility, we are making sure every SKU is separated from every other SKU so that there is never any cross-contamination for skus during the pick, pack and ship process. This will result in perfect order fulfillment and positive buyer experiences.

*While not specifically indicated as necessary, we chose to take these extra precautionary steps in order to keep Amazon customers satisfied.

Additional details we would like you to know:

*Please see the attached Invoice. You will see the quantity of items circled. Our sell-through volume for this ASIN was **(INSERT QUANTITY)**. This item is **authentic, brand new, and in the original retail packaging.** It was purchased directly from **an authorized distributor.**

We have a long-standing history of providing value and satisfying buying experiences. We appreciate our partnership with Amazon and the privilege of creating the perfect customer experience.

Thank you so much for your consideration.

Sincerely,

Name
Store Name
Amazon Seller Account Email Address
Phone

ecomsellertools