



**Sellers' Conference for
Online Entrepreneurs**

Vendor Presentation Series

This vendor presentation
was delivered at
[SCOE 2011](#).

FBAPOWER

Complete Solutions for FBA Sellers

FBAPower

FBA Scout

FBA Repricer

FBAPOWER – What We Do

- Everything we do is designed for FBA sellers
- Big difference between ‘doing FBA’ and ‘doing FBA properly’
- Example – FBA Net pricing for every item on Amazon (not just books & media)
- A smart FBA seller is our best user

FBA EDUCATION

- FBABlog.com
Helpful information, Tips & Tricks for FBA
- FBAForum.com
Community support for FBA
- LearnFBA.com
Dedicated FBA Mentoring
- [BookSellersFBA Yahoo Group](#) – 1000+ users
Community support for FBA booksellers
- TeachFBA.com (coming soon)
Network of qualified FBA teachers

FBAPOWERPACK

- FBAPower – list, price, & label FBA inventory
- FBAScout – complete mobile scouting solution
- FBAREpricer – keep FBA inventory priced properly

\$59.95/month

No commissions or percentage of your sales
Unmatched value

FBAPOWER

Modular Services – Use Only What You Need

- FBAPower - \$39.95/month (includes FBAREpricer)
- FBAScout - \$39.95/month
- FBAPower users can add FBAScout for only \$20/month and have the FBAPower Pack
- Getting these three tools (Listing, Scouting, & Repricing) from separate vendors will cost much more

100% FBA

- When you are 100% FBA, how should you spend your time?
- When you are 100% FBA, why pay a portion of your sales or a commission to a vendor?
- FBAPower makes FBA EASY!
 - Spend your time on the most profitable parts of your business

FBA Power – List, Price, and Label


- Web based – PC & Mac
 - Nothing to install – work from anywhere
- ‘One Touch’ inventory processing
 - List your items FAST!
- Individual and instant FBA label printing
 - Touch your items ONCE!



FBAPOWER

New Unified Receiving Screen

Receive Item



American Assassin: A Thriller

Weight: 1.45 lbs AZ: N/A
 Rank: 1661 Offers: 212
 Dept: Book

NEW	USED	FBA Seller
13.99 (1N)	8.48 (1G)	\$8.43 (1VG)
13.99 (1N)	8.49 (1A)	\$12.49 (1VG)
13.99 (1N)	8.49 (1G)	\$12.50 (2VG)
13.99 (1N)	8.49 (1G)	\$12.63 (1VG)
14.98 (1N)	8.49 (1LN)	\$12.63 (1G)
63 Offers	126 Offers	6+ Offers

Quantity: Price:

MSKU:

Choose Conditon Carry Over Condition

Choose Conditon Notes Carry Over Notes

Auto-add notes based on condition

Ex Library. Book has underlining on pages. No dust jacket.

Must Have Features for FBA Listing

- MAXIMUM EFFICIENCY
- See all FBA offers and the Amazon price
 - Know your competition
- Prices shown as FBA Net (price + shipping) for all items in all categories
 - Needed to properly price your items
- Multiple item search results
 - You can't just list on the 'first match'

FBAPOWERPRO

- Meeting the needs of high volume FBA sellers
- Replenishment alerts
 - Know when to send in more inventory
- Inventory Evaluation
 - Quickly evaluate files for the best FBA items
- File upload to create batches
 - Quick and easy batch creation
- Priority Support

FBA SCOUT

- Dedicated app for iOS and Android
- FULL INFORMATION
 - Allow you to make the BEST buying decisions
- Product Image, Title, Amazon Price, Sales Rank, Weight, Category, Number of Offers
- 5 Lowest New, 5 Lowest Used, 5 Lowest FBA

9781416595182



American Assassin: A Thriller

Vince Flynn

Weight: 1.45 lbs AZ: \$16.34

Rank: 1,239 Offers: 204

Dept: Book



Buy

NEW	USED	FBA Seller
\$13.94 (1N)	\$9.07 (1G)	\$10.87 (1A)
\$13.99 (1N)	\$9.22 (1G)	\$11.27 (1VG)
\$13.99 (1N)	\$9.23 (1A)	\$12.50 (2VG)
\$14.94 (1N)	\$9.23 (1A)	\$12.99 (1VG)
\$14.98 (1N)	\$9.23 (1G)	\$14.99 (1LN)
67 Offers	112 Offers	5 Offers
Total Bought	Low List Price	Avg Rank
0	\$0	0

Complete pricing information allows you to make the best buying decisions.

Superior data allows you to lower your risk.

Free download with 250 free scans.

Scouting - Must Have Features

- Every item on Amazon (ranked, non-ranked, and items without a rank)
- FBA Net (price + shipping) for every item on Amazon
- Separate the Amazon price
- Show seller quantity and condition
- Show product image for verification
- Multiple Item Search Results

No Limits When You Use FBA

- Why limit the categories that you scout?
- Why carry only part of the Amazon catalog?
- Why carry old data when you can have accurate data?
- No database service shows pricing data for every item on Amazon

FBA Scout – Superior Data Example

FBAScout 2:14 PM

9781590204306

Exploration Fawcett: Journey to the Lost City of Z
 Percy Fawcett
 Weight: 0.90 lbs AZ: \$10.85
 Rank: 50,650 Offers: 37
 Dept: Book

Buy

NEW	USED	FBA Seller
\$12.91 (1N)	\$11.24 (192VG)	
\$12.91 (1N)	\$11.24 (1VG)	
\$12.92 (1N)	\$11.24 (2G)	
\$12.92 (1N)	\$11.99 (1VG)	
\$12.98 (1N)	\$12.49 (1VG)	
28 Offers	9 Offers	0 Offers
Total Bought	Low List Price	Avg Rank
0	\$0	0

FBAScout 2:14 PM

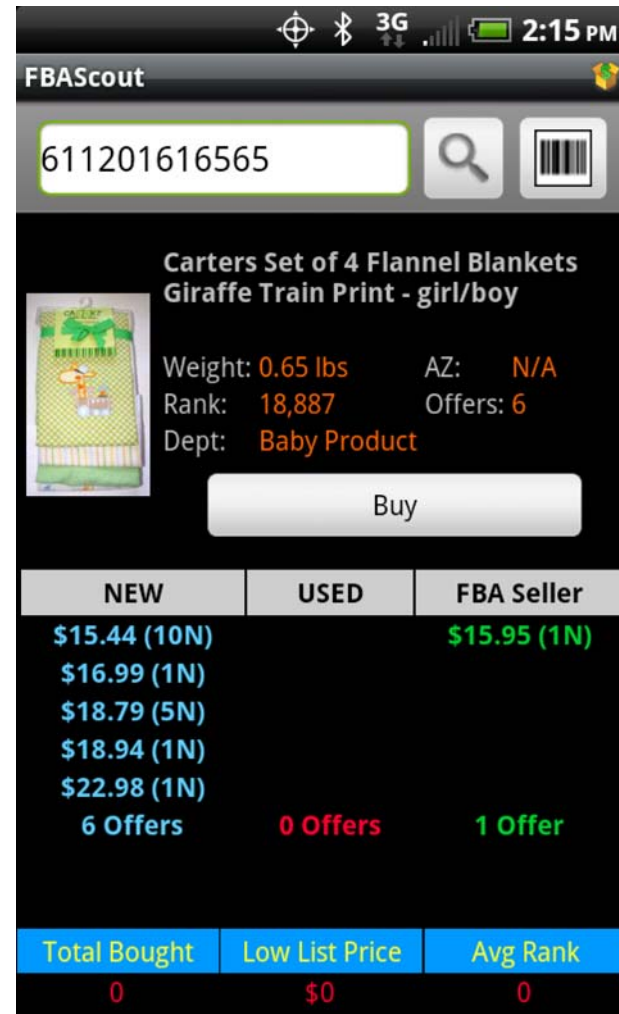
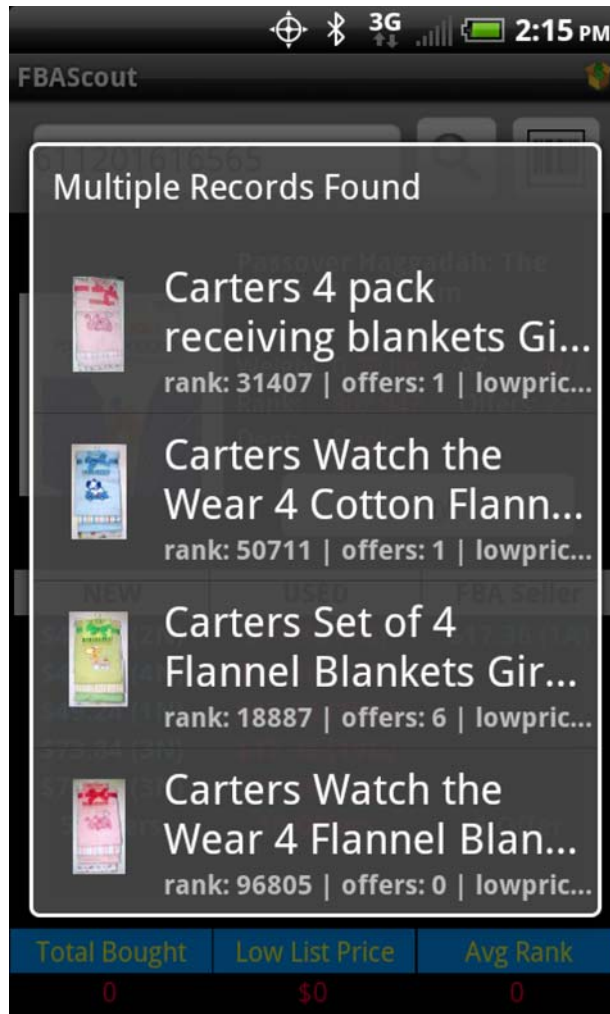
9782752802477

Harrison Ford
 Laurence Caracalla
 Weight: 1.63 lbs AZ: N/A
 Rank: 396,274 Offers: 21
 Dept: Book

Buy

NEW	USED	FBA Seller
\$13.98 (1N)	\$10.75 (1A)	\$9.74 (7N)
\$60.54 (1N)	\$10.75 (1G)	
\$61.49 (2N)	\$10.75 (1G)	
\$61.64 (2N)	\$10.75 (1VG)	
\$103.41 (1N)	\$10.75 (1VG)	
8 Offers	13 Offers	1 Offer
Total Bought	Low List Price	Avg Rank
0	\$0	0

FBA Scout – Superior Data Example



New Feature – FBA Payouts

iPod 12:14

9781594031977

**FBAScout - Live Scouting
From FBAPower**

 Weight: AZ:
Rank: Offers:
Dept:

Buy

New	Used	FBA

Total Bought	Low List Price	Avg. Rank
5	\$71.95	222,265

iPod 12:14

9781594031977

**FBAScout - Live Scouting
From FBAPower**

 Weight: AZ:
Rank: Offers:
Dept:

Buy

Used	FBA	Net Payout

Total Bought	Low List Price	Avg. Rank
5	\$71.95	222,265

Know your payout & compare cost
Make better buying decisions!

FBAPOWER

FBA REPRICER

Repricing Designed for FBA Sellers

- Web based – PC & Mac
 - Nothing to install – work from anywhere
- Designed to leverage FBA status
- Designed to maximize margin

- Not designed to undercut
- Not designed to ‘race to the bottom’

- FBA sellers do not just compete on price

Last sync: n/a

ACCEPT	ID	MSKU	Title	ASIN	Image	Rank	Original Price	New Price	\$ +/-	%Age +/-	Placement	#FBA Offers	Condition
<input checked="" type="checkbox"/>	1	L3-0510-437	<u>Don't Know and Men Don't Tell You (Hammond, Michelle Mckinney)</u>	1578569109		830 375	5.01	\$3.99	-\$1.02	-20.36%	2	8	NewItem
<input checked="" type="checkbox"/>	2	L3-0510-438	<u>Dare to Be True: Living in the Freedom of Complete Honesty</u>	1578567041		686 115	5.00	\$3.99	-\$1.01	-20.2%	5	9	NewItem
<input checked="" type="checkbox"/>	3	L3-0510-440	<u>Cyndere's Midnight: A Novel (The Auralia Thread)</u>	1400072530		314 084	3.99	\$4	\$0.01	0.25%	6	10+	NewItem
<input checked="" type="checkbox"/>	4	LEG1-0510-014	<u>A Comedian's Guide to Theology: Featured Comedian on the Best-Selling DVD Thou Shalt Laugh</u>	0830745300		532 260	5.54	\$3.99	-\$1.55	-27.98%	1	3	NewItem
<input checked="" type="checkbox"/>	5	LEG1-0510-153	<u>How To Draw Baby Animals</u>	1848100663		2 004 955	6.29	\$42.99	\$36.7	583.47%	6	1	NewItem

Repricing FBA Inventory Must Have Features

- FBA Net – Price + Shipping
 - Most categories sellers define their own shipping
- Able to differentiate FBA sellers and Amazon
 - Amazon can not be seen as ‘an FBA seller’
- COMPARE ALL FBA OFFERS
- If a repricing program does not use FBA Net for all items in all categories, then it can not properly reprice FBA inventory

Repricing FBA Inventory Must Have Features

EASY

TO

USE

Your FBA Future?

- FBAPower has set the bar high for dedicated tools for FBA sellers
- We continue to innovate and push the limits of FBA
- We're ready for the future of FBA
- Join us and let us help you take your FBA business to the next level

Win an iPad 2 3G, Scanfob 2002,
or free year of FBAScout

WIN AN IPAD 2 3G!

SCAN YOUR FBAPOWER KEYTAG TO ENTER!

Winners announced Sunday
Must be present and bring keytag

FBAPOWER



Long Term Storage Fees?
Inventory Storage Limits?



Vendor Presentation Series

**For more information about
the topics covered in this presentation,
please contact the vendor directly.**