



### Step 1: Get ready

In order to sell on bol, you will need a GS1 GTIN or EAN for each product. This unique code is essential to properly identify your products in bol's database.

- **Don't have a GS1 GTIN or EAN yet?** Request one via [GS1 Belgium & Luxembourg](#).
- **Does your product already have a GTIN?** Use [Verified by GS1](#) to verify that the **GTIN** is **correctly registered**. Ensure that this information is accurate and clear. This will prevent disruptions in the sales process.



### Step 2: Registration

- Go to [bol partnerplatform](#) and click on 'a seller from The Netherlands or Belgium'.
- Click on 'let's start' and make your account. Fill in your business information, including your tax and banking details.
- You are able to add your products once your account is approved.



### Step 3: Add products

Enter the necessary information about your products, such as images, descriptions, and specifications. Ensure that everything is **consistent with the information registered with GS1**. This increases reliability and visibility in search results.



### Step 4: Sales strategy and product management

Set your prices based on your costs and competition. A dynamic strategy helps to stay competitive. Clear product descriptions improve visibility and enhance customer trust.



### Step 5: Customer service and optimisation

- Provide an excellent customer experience by responding quickly to questions or complaints. This contributes to positive reviews and customer satisfaction.
- Monitor your sales performance regularly through the bol partner platform and adjust your product descriptions or prices where necessary.



*Need more tips and advice on selling on marketplaces or e-commerce in general? Feel free to consult the Belgian E-commerce Federation, [Becom](#).*

