



## Step 1: Get Ready

In order to sell on Amazon, you will need a GS1 GTIN or EAN for each product. This unique code is essential to properly identify your products in Amazon's database and ensures that they are recognised consistently worldwide.

- **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 [Amazon Seller Central](#) and click on "Sign up".
- Depending on your sales volume, choose between "individual" or "professional".
- Fill in your business information, including your tax and banking details.
- You can now start adding your products.



## 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 optimization

- A good customer service is essential to your success on Amazon. Respond quickly to questions or complaints to maintain a high level of customer satisfaction.
- Regularly analyse your sales data via Amazon Seller Central and optimise your product descriptions and pricing strategies based on your performance.



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

