

## Amazon Trained E-commerce Specialist (ATES)

**Course Duration: 16 Hours**

**Course Code: ATES-101**

### 1. Course Overview

The Amazon Trained E-commerce Specialist (ATES) course is designed to equip learners with the skills and knowledge required to manage and grow businesses on the Amazon platform. This course focuses on practical strategies for product listing, inventory management, advertising, sales optimization, and overall e-commerce management. By the end of the program, participants will be capable of independently handling an Amazon seller account and driving profitable sales.

### 2. What You'll Learn:

- How to set up and manage an Amazon seller account effectively.
- Techniques for product listing, catalog management, and inventory control.
- Strategies for Amazon SEO and enhancing product visibility.
- Understanding Amazon advertising tools (PPC campaigns, Sponsored Ads, etc.).
- Analyzing sales reports and optimizing performance for maximum ROI.
- Handling customer service, feedback management, and dispute resolution.
- Techniques to boost sales using promotional strategies and deals.

### 3. Target Audience:

- Individuals aspiring to start a career in e-commerce.

- Small business owners looking to expand their presence on Amazon.
- Digital marketers seeking specialized skills in Amazon marketplace management.
- Professionals aiming to become Amazon sellers or e-commerce managers.

## 4. Pre-Requisites:

- Basic knowledge of computers and the internet.
- Understanding of online business or sales concepts is helpful but not mandatory.
- Passion for e-commerce and willingness to learn practical selling strategies.

## 5. Course Content:

### **Module 1:** Introduction to Amazon Marketplace

- Overview of Amazon seller ecosystem
- Types of seller accounts
- Amazon policies and guidelines

### **Module 2:** Setting Up an Amazon Seller Account

- Step-by-step account creation
- Bank account, GST, and tax details setup
- Understanding seller dashboards

### **Module 3:** Product Listing & Catalog Management

- Product listing optimization
- Keyword research for Amazon SEO
- Managing inventory and stock

#### **Module 4: Amazon Advertising & Promotions**

- Introduction to Amazon PPC campaigns
- Sponsored Ads, Deals, and Coupons
- Advertising analytics and optimization

#### **Module 5: Order Management & Customer Service**

- Handling orders, returns, and refunds
- Managing customer feedback and reviews
- Strategies for improving seller rating

#### **Module 6: Performance Analysis & Growth Strategies**

- Using Amazon reports for insights
- Sales performance optimization
- Scaling your Amazon business