

Repricing with Seller Engine Plus

You just downloaded your inventory and you're ready to reprice, follow this step by step guide to create your own custom pricing rules.

Before you jump into the Repricing Rules Wizard, lets talk a bit about **Buckets**.

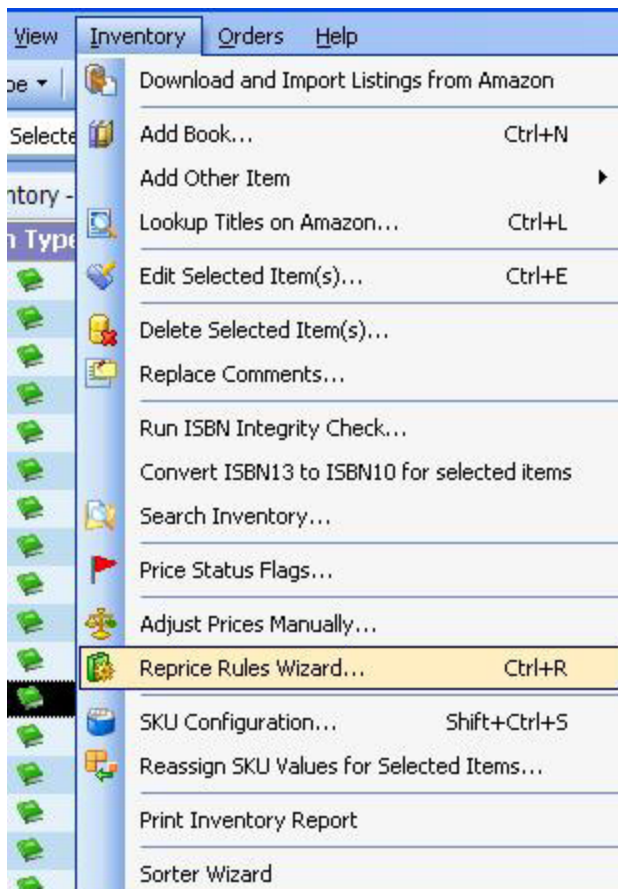
As of August 2012 The new Amazon API begins by looking for the 20 lowest-priced offers (sorted by Price+Shipping) for each Condition (New/Used/Refurbished/Collectible) and places them in **buckets**.

Each bucket represents a unique combination of qualifiers (Condition, FBA, Local Sellers, Lead Time To Ship, and Feedback Rating).

The lowest-priced offer from each bucket is then given to SellerEngine Plus (or any other 3rd party software that uses the Amazon API). If there are multiple offers with the same lowest total Price+Shipping in a bucket, then preference is given to the offer from the seller with the greatest total feedback count.

What this means is that if an FBA offer isn't among those first 20 lowest offers, it won't be shown. This is unfortunately a limitation of the new Amazon API.

To get started, go to Inventory > Reprice Rules Wizard or type Ctrl+R.



The Reprice Rules Wizard



The **Reprice Rules Wizard** will open; click Next.

Step 1

Choose between creating a new rule and editing an already saved rule. You can also delete rules from here using the delete button to the right of the box. For a new rule, select the first option and click Next.



Step 2

Here you can select the filters you wish to use.

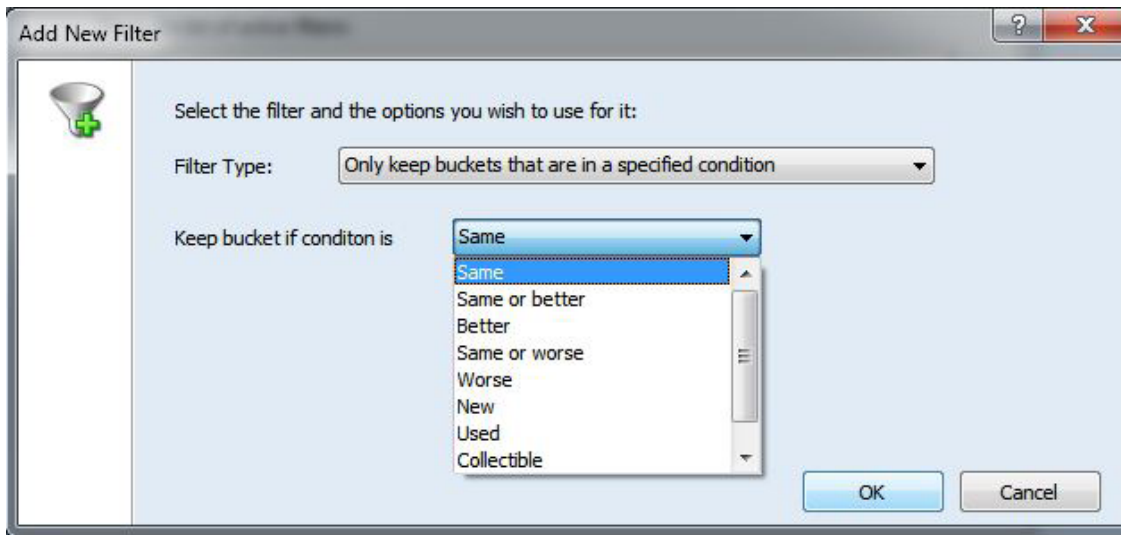
To see the available filters, click on the Add button. There are many filters you can add, try one or several that make sense for your pricing model. Here are a few you could try:



Note: SellerEngine Plus now automatically excludes your items from the list, no need for a special filter! This way you are sure not to get into a pricing war with yourself.

1. **Only keep buckets that are in a specified condition** is a filter that reprices against items of the same condition as yours or the condition chosen from the list:

- Same
- Same or better
- Better
- Same or worse
- Worse
- New
- Used
- Collectible
- Refurbished



2. **Only keep buckets in the same category** new, used, collectible, refurbished.
3. **Exclude buckets in specific condition** exclude more than one condition at a time.
4. The **Keep the first lowest X priced buckets** filter will calculate your final price only based on that number of buckets.
5. If you choose **Keep the highest X priced buckets** SellerEngine Plus will filter the sellers list to only include the number of highest prices you indicate.
6. If you select **Exclude buckets based on their price**, you can see that you have various options to define this filter.
 - My Item Price
 - My Item Paid Price
 - My Item Minimum Price
 - Flat Amount
 - You can exclude buckets if the prices are lower, higher or equal to the Base Price by X Percent or Dollars/Pounds/Euros.
 - Use price + shipping check box



Also, you have the option to indicate to how many buckets from the list to apply this filter to.

Add New Filter

Select the filter and the options you wish to use for it:

Filter Type: Exclude buckets based on their price

Base price: My Item Price

Exclude bucket if price is Higher by 1 Percent than the price above

Use price + shipping

Only apply filter to the first 3 buckets that match the condition

OK Cancel

7. You also have the option of competing against sellers with certain rating on Amazon by selecting **Keep buckets only if they have a specified feedback rating or number of feedback**.

8. The **Exclude FBA buckets or Only keep FBA buckets** filters eliminates or keeps all FBA sellers and Amazon.

9. **Exclude buckets based on their location** lets you not compete against sellers that are shipping from anywhere other than the home locale. Choose to exclude Locally, Abroad, or even Unknown.

10. **Keep buckets based on their 'Lead time to ship'**- Only keep buckets that have 0-2 days, 3-7 days, 8-13 days, 14 or more days. Use this to get better prices for items that are out of stock, or backordered.

11. **Exclude buckets based on number of listings**- Lower than, Higher than, or Equal to the number of listings.

Note: Once you have added all the filters you consider necessary for your repricing schema, they can always be deleted, edited and reordered, just like any other settings that are part of the rule.

After you finished adding and editing the filters, click Next.

Step 3

Here you can define lower and upper limits. To add a limit, just click on the Add button.



Limits are not mandatory, but they can help users control the repricing process so that your prices will not go lower or higher than a specific amount. You can set up an upper limit to not price your items to 3 million dollars accidentally if you're pricing against a dropshipper. In order to set up lower limit based on a Minimum price like your Paid Price, make sure your Paid price is noted in your inventory for each item.

There are several options to base your limits on:

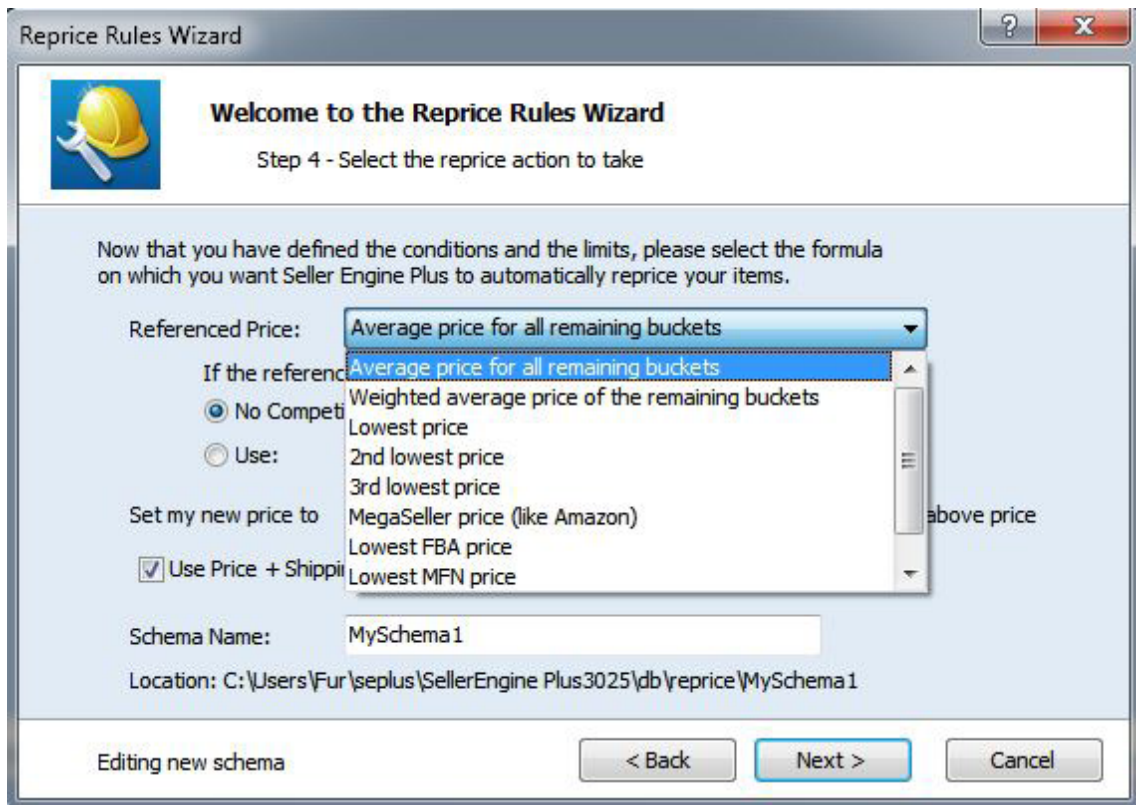
- My Price
- My Paid Price
- Minimum Item Price
- List Price
- Lowest New Price
- Lowest Used Price
- Lowest Collectible Price
- Lowest FBA price
- Lowest non FBA price
- Buy Box Price
- MegaSeller Price (like Amazon)
- Flat Amount

Limits can be set to be equal, lower or higher than the amount selected above by either X percent or X dollars/pounds/euros. You can also use the radio button to select to apply these limits Before or After filtering. These can always be edited or deleted any time you wish.

Once finished, hit Next and move to the following step.

Step 4

This is where you actually set the general formula for calculating your prices. Up until now we set filters and defined limits, but here is where you actually tell the software how to calculate your prices.



The **Referenced Price** will indicate on what to base your formula on. It can be set to one of the following:

Average price for all remaining buckets - Which will be calculated after Seller Engine Plus applies the filters you have previously selected.

- Weighted average price of the remaining buckets
- Lowest price
- 2nd Lowest price
- 3rd Lowest price
- MegaSeller price (like Amazon)
- Lowest FBA price
- Lowest MFN price
- BuyBox price
- If the reference price you chose above is not available then: Use no competition is available (use exceptions on next step) or use
- Average price for all remaining buckets
- Lowest price
- Weighted average price of the remaining buckets

Now set your price to X Percent or X Dollars/Pounds/Euros, Lower, Higher or Equal to the above Referenced Price.

If you click on the check-box for Price+shipping this means that after calculating the Item price, the software will add the default shipping fee amount.

This will not set the amount as your shipping fee on Amazon, it will simply add the (flat) amount to the final Item Price.

Don't forget to name your rule! Make it something to remind you of what the rule does.

Step 5

Select what happens with exception rules where you can choose default actions to be applied in case they happen.

If the first exception applies, If I am the only seller for this item, then you just click on the check-box to be able to edit the decision.

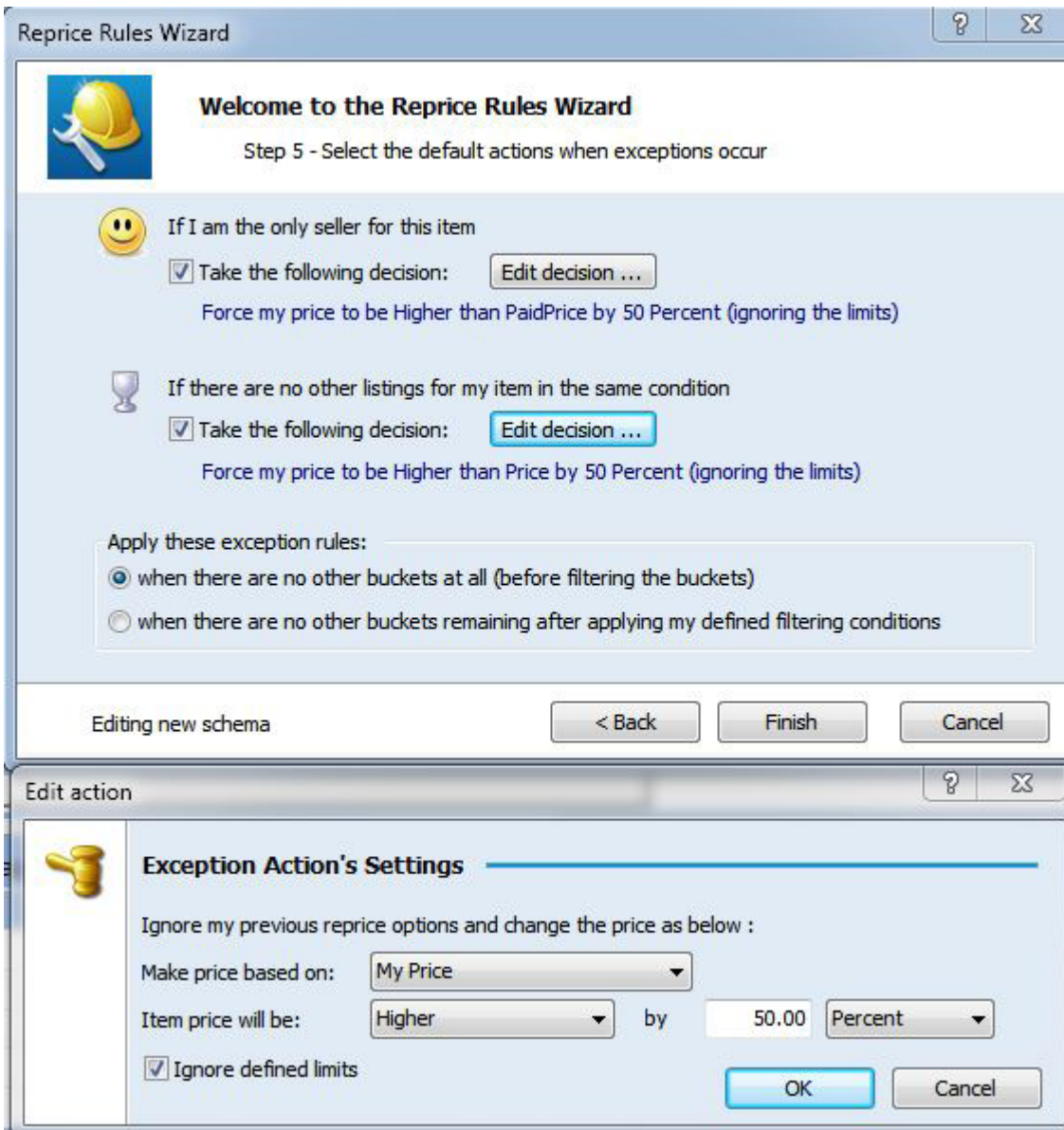
You can make the price based on:

- My Price
- My Paid Price
- Minimum Item Price
- List Price
- Lowest FBA price
- Lowest MFN price
- Flat Amount

and the Item Price can be Lower, Higher or Equal to the price above by X Percent or X Dollars/Pounds/Euros.

If you mark the checkbox **Ignore defined limits** - The limits you have set elsewhere will be ignored if you are the only seller.

The **If there are no other listings for my item in the same condition**, works the same way. just click on the check-box, as shown in the picture below and a pop-up will display the options for this case.



As you can see, you can choose from the same options to base your price on like for the previous exception case.

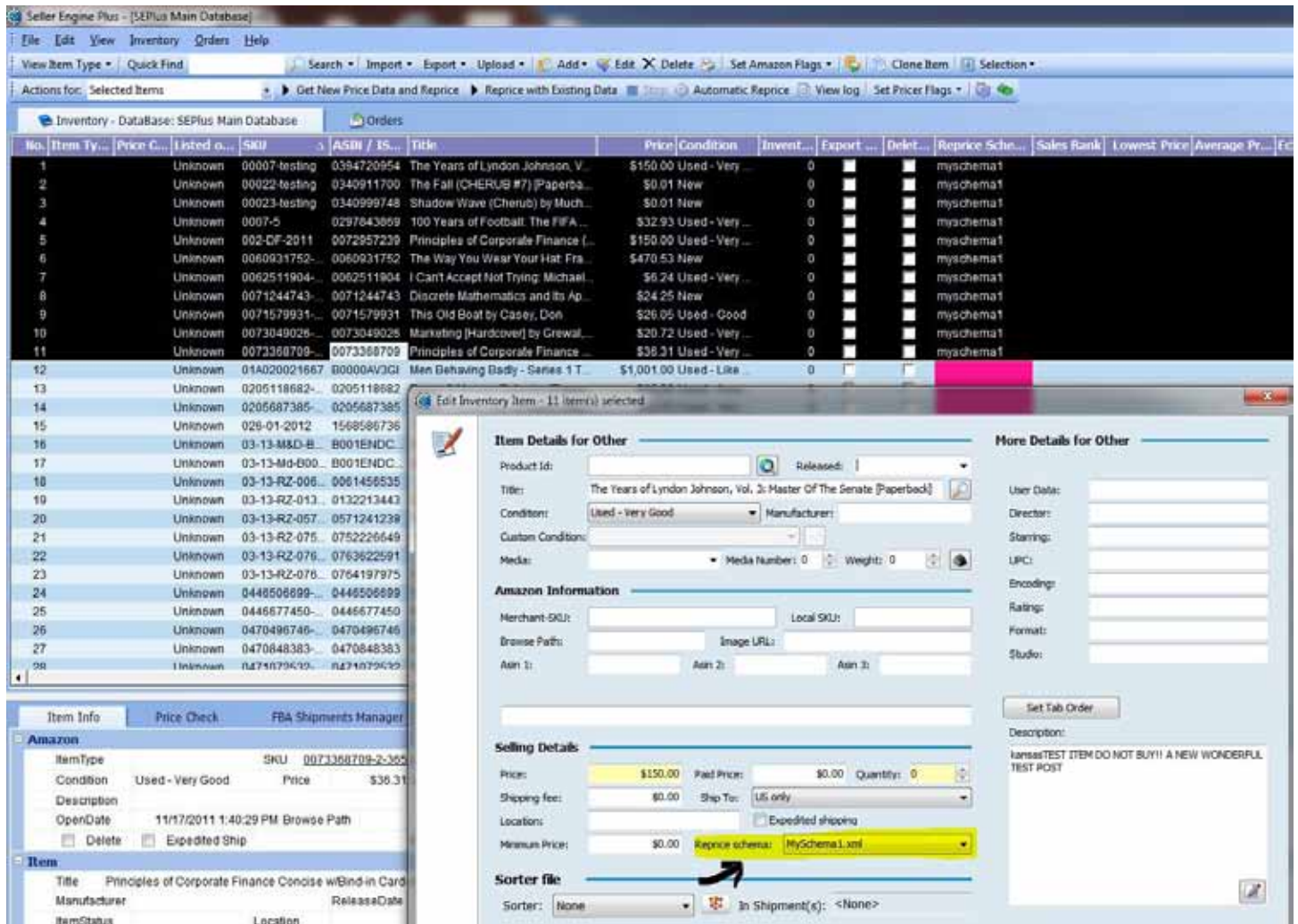
Next, you need to decide whether you want these exception rules to be applied before or after the filters set in Step 2:

Now that you have set up the last step of the repricing rule you can click Finish to have your settings saved.

A pop up opens and asks if you'd like to add this rule to ALL of your items that don't currently have a rule assigned to them. If you'd like this new rule to be applied, click yes. Otherwise Click no and assign the rule manually to the items you'd like it to apply to.

How to Reprice

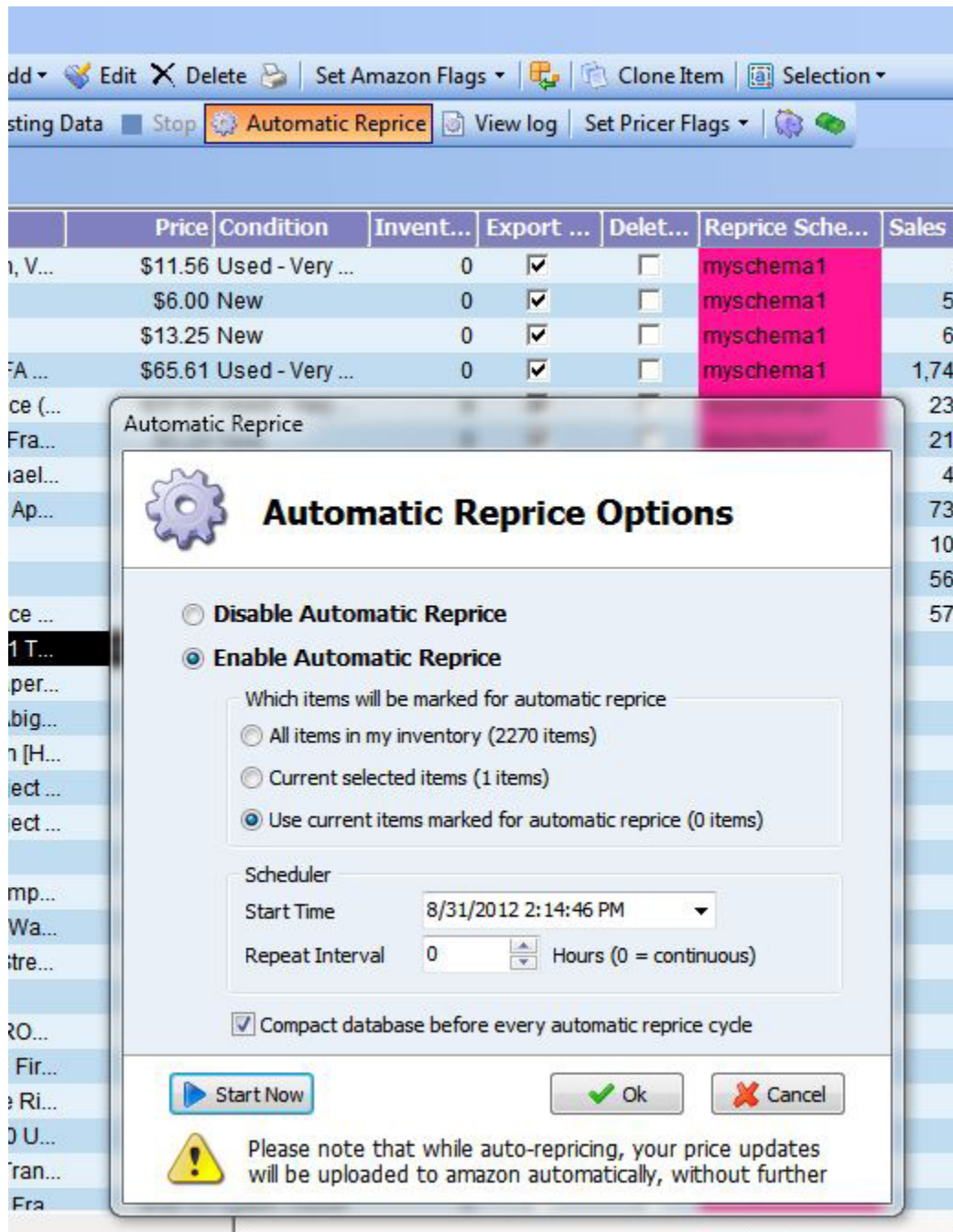
First - Make sure you have assigned a repricing rule to your items. You can do that on one item only or by multi-editing several items. Select one item or more, click on the Edit button in the SellerEngine Plus toolbar and the *Edit Inventory Item* pop-up will appear. In the pop-up window go to Selling Details and choose a reprice rule from the drop down menu and hit OK.



After assigning a repricing rule to your items, select the items that you want to reprice, make sure the dropdown for Actions for: is set to Selected Items and click on the Get New Price Data and Reprice option in the SellerEngine Plus toolbar and click continue. Your items are repriced in SellerEngine Plus only, make sure that the rules are set up correctly and the prices look good before uploading them to Amazon.

Automatic Repricing

Another important feature regarding repricing in SellerEngine Plus is the Automatic Repricing capability. You can find this option in the SellerEngine Plus toolbar. Just click on the Automatic Reprice button.



The screenshot shows the SellerEngine Plus interface. The toolbar includes buttons for 'Edit', 'Delete', 'Set Amazon Flags', 'Clone Item', 'Selection', 'Automatic Reprice', 'View log', and 'Set Pricer Flags'. Below the toolbar is a table with columns: Price, Condition, Invent..., Export ..., Delet..., Reprice Sche..., and Sales P. The 'Automatic Reprice' button is highlighted in orange. A dialog box titled 'Automatic Reprice' is open, showing the 'Automatic Reprice Options'.

Automatic Reprice Options

Disable Automatic Reprice

Enable Automatic Reprice

Which items will be marked for automatic repricing

All items in my inventory (2270 items)

Current selected items (1 items)

Use current items marked for automatic repricing (0 items)


Scheduler

Start Time: 8/31/2012 2:14:46 PM

Repeat Interval: 0 Hours (0 = continuous)

Compact database before every automatic repricing cycle

Start Now **Ok** **Cancel**

 Please note that while auto-repricing, your price updates will be uploaded to amazon automatically, without further

Select **Enable Automatic Reprice**, Determine which items you want to set for Auto repricing

- All Items in my Inventory
- Current Selected Items
- Use current items marked for automatic repricing

These options will tell you how many items will be repriced after them in parentheses. Set up the Start Time and the Repeat Interval and hit **Start now** and it will start repricing. You should also remember that Automatic Reprice will have your price updates uploaded to Amazon automatically, without further review.

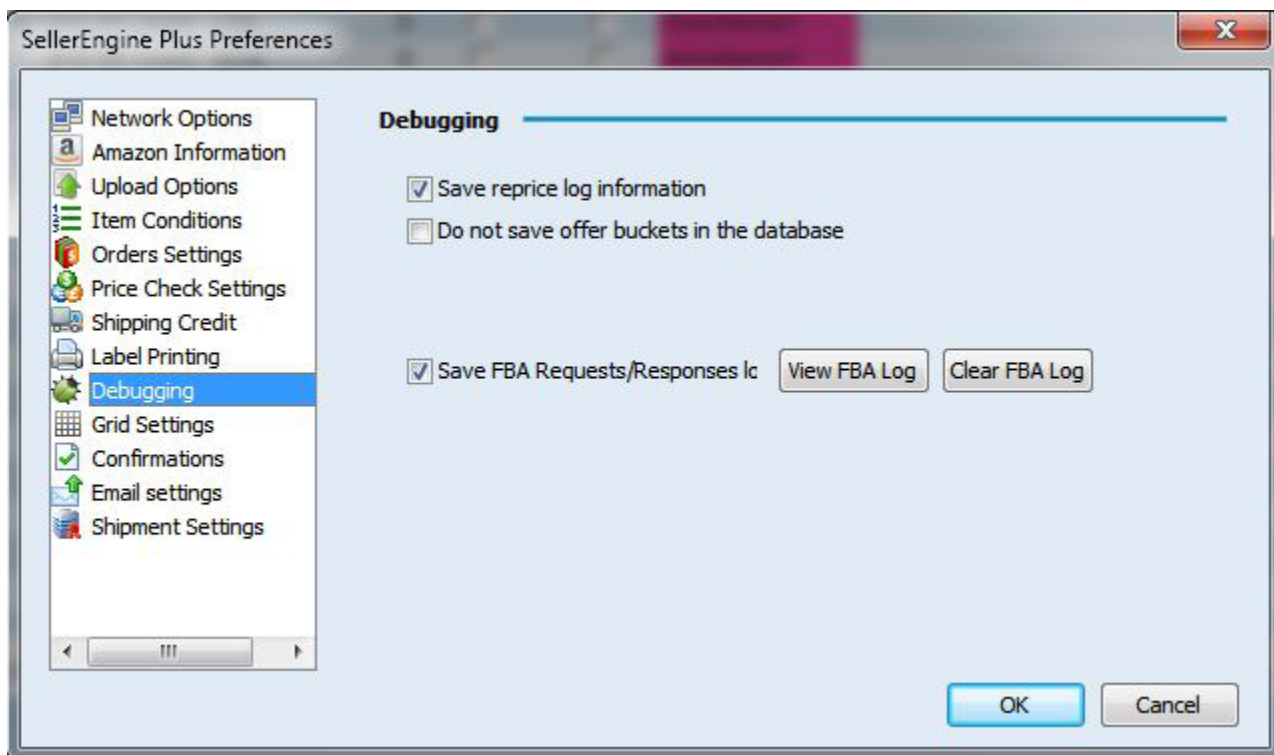
Note: Your computer needs to remain on in order to have a successful Automatic Repricing session. For more detailed information on the Automatic Reprice feature, please read the help files from our website here:

<http://sellerengine.com/support/help/price-items/automatic-repricing>

How to check your prices using the Pricing Log

If you want to see if your prices are correct, or to have a better idea on how repricing works, you can check the Reprice Log. This can be also useful to see if there are changes needed to the rules you have created.

To view the Reprice Log, you first have to make some changes to your settings. Please go to File > Preferences > Debugging and click on the check-box for "Save reprice log information". Click OK to save the changes.



Now, select your items and click on **Get New Price Data** and Reprice. After the repricing process is finished, select an item, click on the **Price Check** tab and then click **View Reprice Log**.

The screenshot shows the Seller Engine interface. At the top, there's a list of items with columns for Item ID, Name, Status, and Price. Below this, a detailed view of a specific item is shown, including its title, feedback rating, feedback count, price, shipping cost, and various other metrics. The interface includes navigation tabs like 'Price Check', 'FBA Shipments Manager', and 'Quick Add'.

This will open a page in your web browser that will contain detailed information on how the software calculated your prices based on the definitions you set in the repricing rule.

Support Link for Item: 027238739, Title: Very Good, Feedback: Principles of Corporate Finance, Condition: Used - Very Good, Feedback Rating: 95.97%, Feedback Count: 6064, Price: \$55.92, Shipping: \$3.00, Price/Shipping: \$58.92, Number of Listings: 1, Multiple Listings at Lowest Price: No

Buy Box New: \$55.92 (153.92 + 3.00)
Buy Box Used: 4.73 (4.73 + 0.00)

Filters: No filter defined

Rating/Condition	Credible	FBA	Local Sellers	Lead Time to Ship	Feedback Rating	Feedback Count	Price	Shipping	Price/Shipping	Number of Listings	Multiple Listings at Lowest Price
Used - Good	Yes	Yes	Yes	0-2 days	95.97%	6064	4.73	3.00	7.73	1	No
Used - Acceptable	No	Yes	Yes	0-2 days	98.100%	44229	8.73	3.00	11.73	1	No
Used - Very Good	No	Yes	Yes	0-2 days	99.94%	133241	1.00	3.00	4.00	1	No
Used - Good	No	Yes	Yes	0-2 days	99.94%	28	1.00	3.00	4.00	1	No
Used - Good	No	Yes	Yes	0-2 days	95.97%	44294	3.47	3.00	6.47	2	No
Used - Very Good	No	Yes	Yes	0-2 days	95.97%	44294	3.49	3.00	6.49	2	No
Used - Very Good	No	Unknown	Unknown	0-2 days	95.97%	71302	5.91	3.00	8.91	2	No
Used - Like New	No	Yes	Yes	0-2 days	Less than 70%	3	13.00	3.00	16.00	1	No
Used - Good	No	Yes	Yes	0-2 days	Just Launched	0	14.00	3.00	17.00	2	No
Used - Very Good	No	Yes	Yes	0-2 days	99.100%	78117	79.00	3.00	82.00	1	No
Used - Very Good	No	Yes	Yes	0-2 days	Less than 70%	1	70.00	3.00	73.00	1	No
Used - Like New	No	Unknown	Unknown	0-2 days	Just Launched	0	38.00	3.00	41.00	1	No
Used - Like New	No	Yes	Yes	0-2 days	Just Launched	0	49.00	3.00	52.00	1	No
New	No	Yes	Yes	0-2 days	99.100%	1	43.99	3.99	47.98	2	No
Used - Like New	No	Yes	Yes	0-2 days	95.97%	823010	49.91	3.99	53.90	1	No
Used - Like New	No	Yes	Yes	0-2 days	99.100%	3	50.00	3.00	53.00	1	No
New	No	Unknown	Unknown	0-2 days	99.100%	3	69.99	3.00	72.99	1	No
New	No	Yes	Yes	0-2 days	95.97%	44294	89.93	3.00	92.93	2	No
New	No	Unknown	Unknown	0-2 days	Less than 70%	2	99.99	2.00	101.99	2	No
New	No	Unknown	Unknown	0-2 days	Just Launched	0	122.00	3.00	125.00	1	No
New	No	Yes	Yes	0-2 days	99.100%	509	147.00	0.00	147.00	2	No
New	No	Unknown	Unknown	0-2 days	95.97%	6823	109.18	3.00	112.18	1	No
New	No	No	No	0-2 days	99.100%	1	541.25	3.00	544.25	1	No

Links: First link is 0 (lower limit) and 00000000000.00 (upper limit)

Use this to see how your prices are calculated before updating your prices on Amazon for the first time, or any time you make a new rule.

As always, visit us at support.sellerengine.com for community help or email us at support@sellerengine.com with any issues or questions you have that you can't find answers to and we'll be glad to help you.