

How to do Effective Plan of Action (POA)

1

Root Cause



The problem that Amazon wants you to identify and address through a Plan of Action and should be a deep dive into your Amazon account and the way you run your business to discover the potential problems

2

Immediate Remedy or Corrective Action



Must directly address the issues outlined in the Root Cause analysis and offer concrete measures to address these issues.

3

Preventative Action



The final section of a Plan of Action should consist of a set of changes that you will start applying to your Amazon Account and business in order to prevent future complaints.



It is vital that the first Plan of Action you send to Amazon Seller Support is succinct and convincing in order to be successful.



It is always better to receive expert help and coaching from an experienced Amazon professional than to have to deal with subsequent Plans of Actions yourself and jeopardize your business and cashflow.