



Jewelry Sellers on Amazon

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Source: JCK Online

JCK interviews Cherry Jackson, senior category merchant manager for jewelry for Amazon.com, on how Amazon looks at its jewelry sellers.

Amazon sells jewelry in two ways. The first is through standard Amazon retail, where you order direct from the company. The second is through third-party sellers. Cherry Jackson worked with third-party jewelry sellers, which included everyone from big chains to manufacturers to mom-and-pop jewelry stores.

Here are her insights into how the e-colossus works with its third-party jewelry sellers.

Amazon Prime is the key to a lot. Prime shipping is really attractive to people, and customers have gotten spoiled. The whole reason for Amazon's success is they knock logistics out of the park. They know how to deliver quickly and efficiently. They have teams of PhDs and economists whose sole job is to work out algorithms for fulfillment centers. As long as sellers could prove that they could fulfill the Prime requirements by shipping themselves, it created a whole new opportunity scenario.

Packing counts. Amazon Retail uses beautiful packing for jewelry. Sellers don't often, though. I have seen so many items in poly bags. That is poor presentation, and the onus for that is on the seller. Sellers can set themselves apart by taking control of their detail pages and their packaging and writing professional listings. Those things really make a difference in selling items.

Quality assurance matters even more. Amazon has a really high trust level. Trust, as we know, is crucial for the fine jewelry business. Sellers need to understand that their quality could be under scrutiny at any time. Even before a seller is able to sell fine jewelry, they have to send samples to Amazon, which are sent to a gem lab. It's not uncommon for sellers to be suspended. And if that happens, they have to reapply, and that includes a \$5,000 fee for a big seller. The painful part is not being able to sell on Amazon for a few weeks.