



**CSS电商交易系统**  
让跨境电商更便捷

**亚马逊注册及认知**



CSS

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常见注册方式：个人，公司全球开店，美国公司注册

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账号类别: Individual & Professional

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账号关联风险及如何防止账号被关联



# 个人账户注册详解

- 个人资料准备（电脑，网线，邮箱，地址，电话，信用卡）
- 信用卡（Visa/Master）信息填写
- 电话填写时注意事项+86755
- 电话确认/短信确认
- W8税务填写，非美国公民免税
- 账号注册完成后的测试发布
  
- 图标详解（附件）



1. 点击注册邀请链接进去后，按照要求填写，然后下一步，显示如下：



## Register and Start Selling Today

What is your e-mail address?

My e-mail address is:

这里填写要注册亚马逊  
账户的邮箱

Do you want to use an existing Amazon.com account or complete a previous registration?

Create a new account  
(you'll create a password later)

这里选择建立新账户

Use an existing account,  
and my password is:

Continue



[Forgot your password?](#)



2. 填写好账户邮箱和密码后，选择下一步



## Register and Start Selling Today

Create a new account

First and Last Name:

Email Address:

Re-type E-mail Address:

Password:

Re-type Password:

Continue



# 个人账号注册详解



## Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

If you are located outside of your Elected Country, as defined in the [Agreement](#), you also need to read and comply with this [important notice for international sellers](#).

If you are located outside the US, you also need to read and comply with this important [notice for international sellers](#)

If you cannot comply with the requirements of this registration, please do NOT continue with this registration process.

Seller Agreement	
Legal Name:	<input type="text"/>
	<small>If registering as a business, enter the business's legal name. If registering as an individual, enter your name.</small>
Amazon Services Business Solutions Agreement:	<input type="checkbox"/> I have read and accepted the terms and conditions of the <a href="#">Agreement</a>

填写公司营业执照英文名

称，拼音也可以

此处打钩选上

Continue



4. 按照下图填写，然后继续

Add Seller Information

<b>Display name:</b> <input type="text"/>	<small>此处为店铺名称</small>
<a href="#">Check availability</a>	
<b>Address:</b> <input type="text"/>	
<b>Address line 2:</b> <input type="text"/>	
<b>City/Town:</b> <input type="text"/>	<small>此处按照营业执照填写英文地址信息。</small>
<b>State/Province/Region:</b> <input type="text"/>	
<b>Postal/ZIP code:</b> <input type="text"/>	
<b>Country:</b> <input type="text" value="United States"/>	
<b>Phone number:</b> <input type="text"/>	<small>号码前+86</small>
<a href="#">Add extension</a>	
<b>Main product category:</b> <input type="text" value="-- This is optional --"/>	
<b>Number of products you plan to sell:</b> <input type="text" value="-- This is optional --"/>	<small>此处如实填写，你产品的品类，准备售卖的SKU数量以及你是否拥有自己的品牌。</small>
<b>Do you own any brands for the products you are selling?</b> <input type="text" value="-- This is optional --"/>	

[Go to setup summary](#) Skip Step Save & Continue



5. 此处填写 VISA 信用卡信息，最好 VISA，其他系统基本不识别。

### Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number:

Expiration date:

 / 

Cardholder name:

Billing address:

Houzhai Street  
Yiwu  
Jinhua  
Zhejiang  
322000  
China  
+86

[Add new address](#)





6. 此处为电话验证，可以点击 CALL ME NOW，会接到一个系统打来的电话，然后电脑会显示 4 位数字，接起电话把 4 位数字输入进去，#号结束，即可完成验证。注意：很多时候系统会出问题，验证出错，尝试 2 次后请换个号码或者短信验证，3 次不成功需要 1 小时才可以继续。

### Verify Your Identity

- Call me  
 Send me a text message

#### 1. Add telephone number

+86-  Telephone Number [Add extension](#)

For international phone numbers, please include the complete phone number with the country code (including a leading "+"). Example: +1 (123) 456-7890

Call Me Now

### Verify Your Identity

#### 1. Add telephone number

#### 2. Call in progress

Please key in the following PIN when prompted.

Your PIN: 2191



7. 此处为税务验证，如下图所示：

### Tax Identity Information

#### 1. Start Tax Interview

You can start the tax interview by clicking the Launch Interview Wizard Button.

Launch Interview Wizard

点击此处开始

#### 2. Tax Interview Completed

[Go to setup summary](#)

Skip Step



个人账户注册详解

## Getting started

### What to expect

This short U.S. tax interview will guide you through a step-by-step process to submit required U.S. tax information to Amazon.

### What you will need

- U.S. tax identification number and/or foreign (non-U.S.) income tax identification number, if applicable.
- Printer, if you do not wish to provide an electronic signature.

**Note:** Only the English alphabet, numbers, and special characters & , ' / # . % are accepted.

### Q For U.S. tax purposes, are you a U.S. person?

Yes

No

选择NO

In general, you are considered a U.S. person if you are a (1) U.S. citizen, (2) U.S. resident, or (3) entity organized under the laws of the U.S.

点此继续

Exit without saving

Save and continue

个人账号注册详解

## Tax Information Interview

### Q Tax information

Type of beneficial owner

- Select One -

Exit without saving

Previous

Save and continue

Individual

Corporation

Disregarded entity

Partnership

Simple trust

Grantor trust

Complex trust

Estate

Government

International organization

Central bank of issue

Tax-exempt organization

Private foundation

选择Corporation

20



个人账户注册详解

选好之后继续

Type of beneficial owner	Corporation	
Place of organization	China	China
Organization name	E-Commerce Co., Ltd	

**Permanent address** 公司名称

Enter your permanent address, which is the address where you claim to be a resident for income tax purposes. If you have previously provided your address to the U.S. Internal Revenue Service (IRS), use that address. Do not enter a P.O. box or an in-care-of address.

Street address	Houzhai Street	
Optional Address 2 <small>Suite, Unit, Building, Floor, etc</small>	Yiwu	此处默认显示 无需更改
City or town	Jinhua	
Optional State/Province	Zhejiang	
Optional Postal code	322000	
Country	China	

**Mailing address**

Is your mailing address different from your permanent address?

Mailing address	<input checked="" type="radio"/> Same as permanent address	选择Same
	<input type="radio"/> Other	



个人账户注册详解

然后跳转下一步，此处无需操作 直接下一步

relevant screen and update your information.

Form <b>W-8BEN</b> (Rev. February 2008) Department of the Treasury Internal Revenue Service	<b>Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding</b> Section references are to the Internal Revenue Code. See separate instructions. Give this form to the withholding agent or payer. Do not send to the IRS.	OMB No. 1545-1621
<b>Part I Identification of Beneficial Owner</b>		
1 Name of individual or organization that is the beneficial owner: Yiwu Yiwei E-Commerce Co., Ltd		
2 Country of incorporation or organization: China		
3 Type of beneficial owner: <input type="checkbox"/> Individual <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Disregarded entity <input type="checkbox"/> Partnership <input type="checkbox"/> Grantor trust <input type="checkbox"/> Complex trust <input type="checkbox"/> Estate <input type="checkbox"/> Government <input type="checkbox"/> International organization <input type="checkbox"/> Central bank of issue <input type="checkbox"/> Tax-exempt organization <input type="checkbox"/> Private foundation <input type="checkbox"/> Simple trust		
4 Permanent residence address (street, apt. or suite no., or rural route). Do not use a P.O. box or in-care-of address. Houzhai Street Yiwu		
City or town, state or province. Include postal code where appropriate. Jinhua Zhejiang 322000		
Country (do not abbreviate) China		
5 Mailing address (if different from above)		



继续按照图片填写

## Tax Information Interview



### Consent to electronic signature

In order to electronically sign your tax identity document, it is necessary to obtain your consent. If you do not provide your consent, at the end of the interview you will be required to print the form, sign it with a blue or black pen, and mail it to the address that is provided.

Electronic signature

- I consent to provide my electronic signature  
 No, I will mail the documents to you

Exit without saving

Previous

Submit



**Electronic signature**

Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:

**全选**

- I am the beneficial owner (or am authorized to sign for the beneficial owner) of all income to which this form relates.
- The beneficial owner is not a U.S. person.
- The income to which this form relates is (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an income tax treaty, or (c) the partner's share of a partnership's effectively connected income, and
- For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions.

Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which I am the beneficial owner or any withholding agent that can disburse or make payments of the income of which I am the beneficial owner.

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. person and, if applicable, to obtain a reduced rate of withholding.

By typing my name, date, and the e-mail address I use to access my account, I acknowledge I am signing the tax documentation under penalties of perjury.

**Signature of beneficial owner (or Individual authorized to sign for beneficial owner)**  
Type your name

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. person and, if applicable, to obtain a reduced rate of withholding.





个人账户注册详解

Signature of beneficial owner (or Individual authorized to sign for beneficial owner)

Type your name

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. person and, if applicable, to obtain a reduced rate of withholding.

By typing my name, date, and the e-mail address I use to access my account, I acknowledge I am signing the tax documentation under penalties of perjury.

此处写法人拼音名字

Signature of beneficial owner (or Individual authorized to sign for beneficial owner)

Type your name

Capacity

- Select One -

选择CEO

Date

09-24-2014

mm-dd-yyyy

E-mail address

yl@sina.com

你注册的亚马逊账户邮箱

Once you are satisfied with the information presented in your W-8BEN, and you have signed the certification above, select the Submit button to send your document to Amazon.

Exit without saving

Previous

Submit



此处无需操作 直接下拉到最下面

### Your IRS Form W-8 has been received

Your information has been received and is awaiting validation. There is nothing else you need to do. We will contact you if we require additional information.

Form <b>W-8BEN</b> (Rev. February 2006) Department of the Treasury Internal Revenue Service	<b>Certificate of Foreign Status of Beneficial Owner for United States Tax Withholding</b>  Section references are to the Internal Revenue Code. See separate instructions. Give this form to the withholding agent or payer. Do not send to the IRS.	OMB No. 1545-1621
<b>Part I Identification of Beneficial Owner</b>		
1 Name of individual or organization that is the beneficial owner <input type="text" value="Yiwu E-Commerce Co., Ltd"/>		
2 Country of incorporation or organization <input type="text" value="China"/>		
3 Type of beneficial owner: <input type="checkbox"/> Individual <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Disregarded entity <input type="checkbox"/> Partnership <input type="checkbox"/> Grantor trust <input type="checkbox"/> Complex trust <input type="checkbox"/> Estate <input type="checkbox"/> Government <input type="checkbox"/> International organization <input type="checkbox"/> Central bank of issue <input type="checkbox"/> Tax-exempt organization <input type="checkbox"/> Private foundation <input type="checkbox"/> Simple trust		
4 Permanent residence address (street, apt. or suite no., or rural route). Do not use a P.O. box or in-care-of address. <input type="text" value="Houzhai Street Yiwu"/>		
City or town, state or province. Include postal code where appropriate. <input type="text" value="Jinhua Zhejiang 322000"/>		
Country (do not abbreviate) <input type="text" value="China"/>		



# 个人账户注册详解

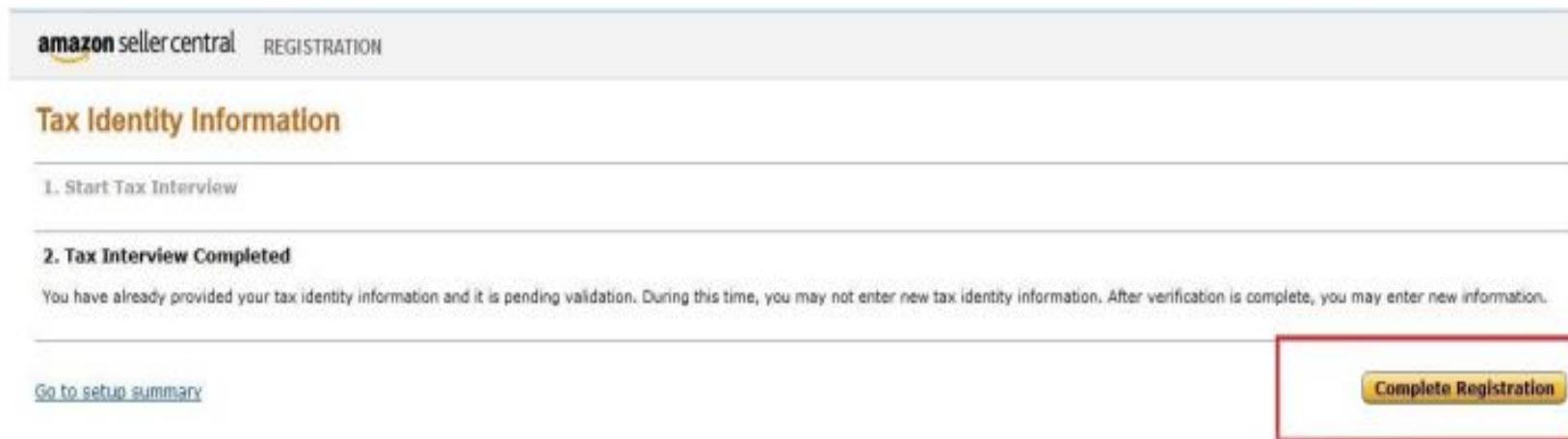
Country (do not abbreviate)	
<input type="text"/>	
8 Reference number(s) (see instructions)	
<input type="text"/>	
<b>Part IV Certification</b>	
Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:	
<ol style="list-style-type: none"><li>1. I am the beneficial owner (or am authorized to sign for the beneficial owner) of all the income to which this form relates,</li><li>2. The beneficial owner is not a U.S. person,</li><li>3. The income to which this form relates is (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an income tax treaty, or (c) the partner's share of a partnership's effectively connected income, and</li><li>4. For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions.</li></ol>	
Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which I am the beneficial owner or any withholding agent that can disburse or make payments of the income of which I am the beneficial owner.	
<b>Sign Here</b>	
<input type="text"/>	<input type="text" value="09-24-2014"/>
Signature of beneficial owner (or individual authorized to sign for beneficial owner)	Date (MM-DD-YYYY)
<input type="text" value="CEO"/>	
Capacity in which acting	

Print

Exit interview



# 个人账户注册详解



至此，税务注册结束。点完成，显示如下图片，代表注册成功了。



# 全球开店计划介绍

- 亚马逊中国为了适应中国商家的需求推出的针对中国公司，香港公司和新加坡公司的扶持售卖计划
- 2015年招商强劲，美国站点招商工作已结束，欧洲站还在招商中



## 个人与公司优劣比

- 优势：账号相对安全，有专门的中文客户经理，账号上线就拥有购物车，官方培训，活动机会
- 劣势：申请周期长，招商经理服务参差不齐
- 麻烦：前期需要准备的资料多



# 全球开店注册详解

- 个人资料准备（电脑，网线，邮箱，地址，电话，信用卡，法人护照-EU）
- 公司资料准备（营业执照照片，经营商品品类，SKU (500/100)，UPC码，独立的B2C网站或网店地址，产品图片和Logo, 以及地址证明），根据招商经理要求提供。
- 同时开通美国和欧洲站点的，邮箱要用独立的两个邮箱



## 影响账号安全的因素

- 账号关联
- 上架速度：150/300-450/2000-3000
- 销售速度的控制：3K-5K/5K-8K/8K-12K
- 迟发货/超前发货
- 追踪单号可查询率
- 运输时效
- 侵权
- 违反销售政策
- 账号表现差，ODR超标





## 如何防止账号关联

- 账号关联（同站关联，异站关联）
- 关联的因素：电脑，IP，路由器，猫，网卡信息，硬盘信息，信用卡，地址信息，浏览器，字体，协议，Cookie，邮件，Flash，电脑中的软件比如输入法，用户习惯比如打字速度，以及产品相似度等



## 两个核心概念

- 亚马逊特色-跟卖
- 重Listing 轻店铺



## 亚马逊特色-跟卖

- 跟卖的基本依据：Listing所有权是属于Amazon的
- 所有卖家公用页面信息的销售方式（图片/标题/描述/特性/EAN/UPC等）
- 跟卖者只能设置自己的价格和库存数量
- 所有卖家争抢Buy Box购物车



## 亚马逊为什么允许跟卖？

- 提升用户体验-简单快速的找到自己需要的产品
- 减少平台的Listing数量
- 缩小搜索范围，优化搜索结果
- 同时提供同一产品的不同卖家选择



## 跟卖的基本要求

- 产品相同（图片/包装/参数/功能/性能/颜色/大小等）
- 无品牌



## 跟卖的好处

- 曝光量/流量大，快速提高销量
- 操作简单，数秒内就可以完成
- 冲账号或者稀释ODR



## 跟卖的劣势和风险

- 知识产权人的举报投诉，品牌侵权容易导致账号受限或被封
- 价格竞争激烈，利润率低
- 与实物描述不符的投诉率高
- Listing被修改而导致发错货或库存积压
- 问：若Listing被篡改，该怎么办？



## 如何跟卖更有效

- 是否涉及品牌侵权
- 产品是否匹配一致
- 成本、价格和利润率
- Listing Offer数量
- Bestseller
- Review数量
- Offer的FBA发货卖家数量
- 所有Offer的卖家国家





## 跟卖实操经验分享

- 跟卖的Listing要确保货源稳定品质可靠，同时要保证有适当的利润，不要为了跟卖而跟卖
- 跟卖的Listing要每天查看核对，不要出现产品被修改了还不知
- 跟卖的价格不要无端的打得太低，低一分就好
- 跟卖的Listing一旦收到权利人的Message通知，即可下架删除



## 利用CSS系统来跟卖

- CSS的一键跟卖功能，让跟卖更简单
- CSS的14000多SKU，有海量产品可以满足跟卖需求
- CSS的物流仓储让发货和库存不再成为新卖家的痛点
- CSS的数据库选品，打破新手卖家的思维局限
- .....



## 亚马逊经营指导

- 亚马逊费用（店租、佣金等）及收款  
账号申请及设置
- 亚马逊后台操作讲解
- 如何自建Listing（单个/批量）
- 如何防止被跟卖
- 如何申请品牌，如何做品牌备案  
(GCID) 以及为什么要做备案
- 什么是FBA，如何使用FBA以及FBA带来的  
好处
- 如何做站内广告和站外引流
- 如何抢占Buy Box，如何打造爆款
- 账号受限后如何申诉



Thank  
you

End

☎ Hotline : 400-8538-536

🌐 <http://www.chinasalestore.com>