



Amazon Hybrid Account Switching From Vendor Central to Seller Central With FBA - Dotcomreps.com

<https://www.dotcomreps.com/amazon-marketing-blog/Switching-From-Amazon-Vendor-Central-To-Seller-Central-FBA-or-FBM>

It is on top of Amazon Retail priorities to provide servicing to top-tier vendors. Thus brands that fall in the lower half of the Vendor Central base no longer are assigned an Amazon Account Manager. Instead, it's through automation that their accounts are almost exclusively serviced. Some brands only opt to explore alternative options due to this lack of personnel attention and tailored strategy. It, in some cases, leads to launching their own Seller Central Account or may include wholesaling to third-party retailers instead of Amazon Retail. Brands can allocate in-house personnel as a seller to give their Amazon channel the attention it deserves, or an Amazon agency can be hired to implement the strategy on their behalf.