



SUSPENSION GUIDE



According to a recent EHP Consulting Group survey, 75% of Amazon sellers are worried about Amazon abruptly shutting down their account or listings — seemingly without reason.

And it's a valid concern. Amazon account suspensions could result in the loss of your massive investment of time, energy, and money. Everything you've spent on your Amazon business can vanish in an instant.

Fortunately, you won't have to worry about that. We've got your ultimate guide to Amazon account suspensions to help you navigate those treacherous waters.

What happens when you get suspended by Amazon?

There are four unique types of Amazon seller account interruptions, and it's important that you understand the difference between them. We've ordered them by severity — from low to high.

ASIN Suppression

In addition to having your account suspended, you can also have your ability to sell an ASIN (Amazon Standard Identification Number) suppressed.

If an ASIN is suppressed, it's still in Amazon's database. But you, personally, cannot sell it — even if it's your product! However, similar to Amazon account suspensions, you can appeal to have your ASIN reopened.

To learn how to lift an ASIN suppression see 'Plan of Action' (POA) below.

Suspension

The first step Amazon takes when removing a seller's privileges from its platform is to suspend the seller's account. This may seem like bad news, but being suspended actually means that you have a chance to contest the suspension.

And, if you're lucky, Amazon will have revealed the reasons for the suspension in their notification, along with time frame to appeal — typically seven days.

Usually, when this happens, it means responding to Amazon's concerns by writing a Plan of Action letter detailing how you will address their issues with your account.



Denied

After you've submitted a Plan of Action to Amazon, your POA may get denied. A denied status isn't the end of the world though. You can rewrite and resubmit it to make your case.

Also, there is no set limit to the number of times that appeals can be resubmitted.

I've seen claims on seller forums that say some sellers have submitted multiple appeal letters until they finally gave the POA Amazon was looking for.

Banned

Finally, the worst-case-scenario for a suspended Amazon seller is a complete ban.

Once banned from the platform, Amazon will no longer read your emails or accept your Plans of Action. In other words, you're done.

It may be possible to start another account, but Amazon is pretty good about "sniffing out" dummy accounts, so a ban usually (and effectively) ends your career as an Amazon seller.

Important: Take a moment to reflect before you act

Regardless of which interrupted account status you're given, make sure you take a moment to pause and reflect on your circumstances.

Sometimes our first instinct is to reply right away in protest, but that can (and often does) backfire.

Instead, follow the steps detailed below.



What can you do if you're suspended/suppressed on Amazon?

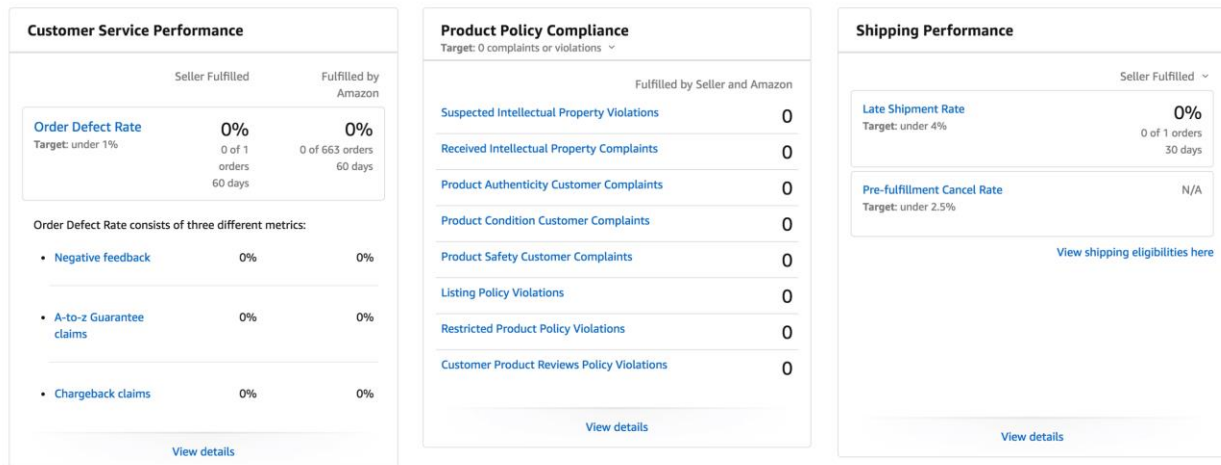
Step 1. Consider what may have caused the suspension/suppression

Occasionally, Amazon can be somewhat vague regarding the reasons for your suspension, suppression, denial, or ban. So, if the letter from Seller Support doesn't reveal the causes for the status, take a step back and think about all of the actions you've taken within the last few months.

Also keep in mind that the event that led to the change in your seller status might come either from something you did and can control or from something outside of your control.

Things you can control: seller performance and account health

[Report an abuse of Amazon policies.](#)



In Amazon Seller Central, under Performance > Account Health, you can view all of the elements that Amazon uses to grade your overall performance. There are three primary elements:

- **Customer service performance and order defect rate.** Your order defect rate is a catch-all score based on the experience of your customers. The rate is affected by negative feedback, A-to-Z Guarantee claims that are not denied, and credit card chargebacks. Amazon's policy is to keep your order defect rate below 1%.
- **Product policy compliance.** Your products must not violate any of Amazon's product policies. A single complaint in any of the following categories can jeopardize your seller status:
 - IP violations
 - Product authenticity claims



- Listing policy violations
- Product condition claims
- Restricted product policy violations
- Product safety claims
- Customer product review policy violations
- **Shipping performance.** Finally, Amazon wants to make sure that sellers (particularly FBM sellers who fulfill their own products on Amazon) ship their products on time and don't cancel orders before the order is fulfilled. A seller must keep their Late Shipment Rate below 4% and their Pre-fulfillment Cancellation Rate below 2.5% in order to maintain strong shipping performance.

Things you can't control: policy changes and black hat sellers

Sometimes, events outside of your control may result in ASIN(s) being suppressed or in Amazon account suspensions. These external effects can be lumped into two categories.

First, Amazon could make a [change in its policies](#) which may inadvertently affect your status as a Seller. This recently happened with one of EHP Consulting Group's products, Jungle Snugs.

Jungle Snugs were marked as a potentially dangerous product due to a change in [Amazon's pesticides policy](#). Amazon shut down the product listing without notifying us or telling us why.

After contacting them, we learned about the policy change. Then, we had to submit a Plan of Action letter and take a training course. Plus, we had to promise that, going forward, we would take precautions to prevent this issue from happening again.

Ultimately, the best course of action is to work closely with Amazon to understand what you need to do in order to adhere to any changes in their guidelines.

Second, "black hat" sellers can sometimes sabotage your account health and seller performance metrics.

Typical black hat practices include competitors leaving fake reviews, fake seller feedback, or even making false intellectual property claims against your product.

The best way to protect yourself from black hat practices is with a product review tracker, which lets you know when there has been a change in your reviews or seller feedback.

Trademarking your product and joining Amazon's Brand Registry are also good ways to protect your investment.



Step 2. Create a 'Plan of Action' letter

Dear Amazon,

Thank you for your reply. This email is in reference to listing ASIN: B01LX0BQDA
Title: Waiter's Corkscrew, Rustic Design - Double-Hinge Wine Key, Bottle Opener, & Foil Cutter - Cherry Wood & Stainless Steel - Professional Accessory Set & Tool - Perfect Gift for Weddings and Birthdays and a complaint that was sent in to us regarding a item that was sent as new. We have determined the cause for the review:

- A complaint citing "when I received the item, it was used. the outside and inside of it had scratch marks. it was sticky and smudges."

We recognize that the issue may stem from a number of occurrences:

- The product was not properly inspected by our own quality assurance team before being sent.
- The product may have been returned to Amazon and accidentally repackaged.

We have taken the following actions to ensure that this does not happen again. This is our plan of action:

- All remaining inventory for this ASIN has been returned to our warehouse. We have 0 inventory at Amazon. Please reference order # 161123VDH
- We have disabled the option to have inventory repackaged and returned to inventory to prevent used items from being resold. All used items will be returned to us.
- Going forward, if we choose to sell B01LX0BQDA again, we will make sure to individually inspect all items before we send it.
- We will send customer service letters following each sale to make sure that the customer is 100% satisfied. If they are not, we will immediately address it.
- We will offer full warranties on our products and 100% satisfaction guaranteed.
- We will register all of our brands to ensure that only we sell these products and can keep control of the complete customer experience.

In our two years selling on Amazon, we have kept a solid seller rating of nearly 100%. Before this complaint, all of our metrics were in perfect condition. We only sell new products, and have attached the invoices for B01LX0BQDA to show that we only sold new items.

We hope that Amazon understands that we are 100% committed to fixing this issue and will do whatever it takes to make sure it does not happen again.

Thank you for taking the time to read this.

Dave Hamrick



If Amazon allows you to argue your case, then you need to create a Plan of Action and submit it to Amazon.

Although the requirements for your Plan of Action letter depend on what you did to get suspended/denied, here are the basics of what you should include:

- **Address the problem.** This may take some guess work as Amazon can be a little unclear regarding the reasons for any Amazon account suspensions. But, if you've done your due diligence and considered all of the things that could have caused the suspension/denial, pick the one that's most likely and highlight it.

For example, "I sold a product that was related to marijuana, which is a restricted product on Amazon."

- **Explain the actions you've taken to fix the problem.** Next, explain to Amazon what you've done that fixes the issue at hand. These things should be done *before* you send your Plan of Action letter. That way you can submit evidence of the corrections you've made, along with your letter.
- **Explain how you plan to prevent future instances of the problem.** Finally, describe to Amazon how you will avoid repeating the issue in the future — this is the actual 'Plan of Action.'

This, more than any other action you take, is what Amazon wants to see.

They want to ensure that you understand the severity of the situation and that you're taking the proper steps to correct your mistakes. Always assume total ownership of the problem, even if you feel you were wrongly accused.

Often, POAs allow for attachments, so be sure to include any receipts, copies of email, screenshots, and any other proof that will help build your case for reinstatement.

"What if a black hat seller sabotaged me?"

If your account was targeted by an unethical seller, you can still submit a Plan of Action letter to get yourself or your product reinstated — either by writing a POA presenting evidence that the accusation is false, or taking the blame directly.

However, even though it may not be your fault, the time it takes to justify your position may result in your listing and privileges being disabled for weeks, possibly even months. You could lose thousands of dollars in missed sales opportunities if you decide to fight the false evidence.

But, if you're afraid that admitting to a crime you didn't commit will damage your record, consider speaking with an account suspension expert who can help you navigate the situation.



It may also speed up the reinstatement process. (More on how to find these experts below.)

Step 3. Submit your Plan of Action and make any necessary adjustments

Once your Plan of Action is drafted, send it to Amazon. If they accept it, they will reinstate your account and you can go about running your business as normal (incorporating the new changes outlined in your Plan of Action, of course).

However, there is a chance that Amazon will deny your Plan of Action. If they do, read the denial letter carefully to see if there are any clues as to why it was denied. Then, address those issues one by one.

If you continue to have trouble, you have a few options.

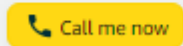
Option #1: Attempt to call Amazon

- This option is great if you see it on your “Account Health” page. It allows you to speak to someone and ask them why your appeal was not accepted.
- I recommend calling them a few times per day, just to get a few different perspectives.
- Note: Some sellers do not have access to the “Call me now” button shown below.

Need help?

Speak to an Account Health Specialist.

To learn more about the Account Health Support Team, [click here](#)



Option #2: Find an expert who can help

- Finding an expert, like [EHP](#) can help you get reinstated much faster.
- Many agencies deal with client suspension on a regular basis. They sometimes deal with the same situations multiple times and already have an appeal that has worked in the past.
- They can also modify your current appeal to ensure it is clear and concise.



Option #3: Escalate your Plan of Action

- If you believe your appeal is perfect and you are absolutely not in the wrong, then escalating your appeal may be an option.
- What we usually do, is after an appeal denial, we will rewrite an amazing appeal for Amazon and submit it as per usual. After submission, we will email executives at Amazon.
- Some emails you would reach out too are escalation-brands@amazon.com, jeff@amazon.com, seller-reactivation-appeals@amazon.com, and more.
- Below is an example of what you would say

Hi,

I am reaching out today, because I've been selling on Amazon for over 6 years and have maintained a stellar performance record.

I was randomly suspended on April 10th 2024. I submitted the required documents Amazon has asked. Its been around 35 days and Amazon's only response to my appeal is "We are reviewing the information that you submitted and will notify you once we have finished our review." (Image attached)

I am asking for some assistance and escalation in this matter, because more than 35 days has gone by and still no update from Amazon. Amazon hasn't denied my appeal nor approved my appeal. I am stuck in Limbo waiting for the Amazon Performance team.

Email: [REDACTED]
Merchant ID: [REDACTED]
Amazon Store Location: USA

Would you kindly be able to assist me?
Mike

Option #4: Meeting In Person with Amazon

- At the "Amazon Accelerate" conferences, there are Amazon employees that you can meet and go over your account health.
- You will explain the situation to them and they have the ability to reinstate your account.
- The conference is not free, but it may be an option.

Option #5: Create a stealth account/purchase a seller central account

- There is an option we have successfully done ourselves and for our clients. It is where we purchase Amazon seller central accounts and utilize a virtual machine to manage the account.
- Sellers can also create a stealth account and start selling on that one.
- It is tricky to setup and if you do it wrong, you'll end up with two suspensions.
- If you need help, contact us regarding this.



What happens if your Plan of Action doesn't work?

If your Plan of Action doesn't work, you still have options.

Since it can be difficult to figure out Amazon's reasons behind suspending your account, if and when your POA(s) are denied, we recommend hiring a third-party expert who specializes in account suspensions.

The best defense against Amazon account suspensions? Follow the rules!

The best defense against getting suspended on Amazon is to know the rules and to follow them to the letter.

Naturally, the best place to start learning is on Amazon itself. [Amazon's Seller Code of Conduct page](#) gives you all the details you need to avoid suspensions. Then, review your Performance > Account Health page to see where your metrics currently stand.

You can also check out our break down of Amazon's terms of service to help you understand what you should and shouldn't do on the platform. In addition, we address how certain practices regarding product reviews can get you suspended on Amazon. I'd review that as well.

And even if you are the target of black hat sellers — which is somewhat rare — playing by the rules and having an account in good standing will help when it comes to making a case against the accusations of those offending sellers.

Finally, whenever you're about to do something that doesn't seem right, ask yourself why it feels that way.

If it feels like you're breaking the rules, chances are you probably are!



Example Plan of Action's That Have Worked

Below are example plan of actions that have worked for us. They may help you in your Amazon journey

EXAMPLE 1: Infringement/Counterfeit Appeal

Dear Amazon,

This is in regard to ASIN: XXXXX Counterfeit Without a Test Buy 'Policy Compliance Notification

ASIN: XXXXX

SKU: XXX

Complaint ID: XXX

I have written a new plan of action for your review to demonstrate authenticity for

ASIN: XXXX

Supplier Information: Example www.com

Item description: example item [name](#)

Attached:

1. Invoices as proof of purchase
2. Proof of Brand Registry for "XXXXX"
3. Screenshot of Infringement Retraction
4. Screenshot where Amazon accepted our previous 'Inventory Appeal' for ASIN: XXXXX

A. Authenticity for ASIN: XXXXX

The root cause of the account deactivation was due to us not showing proof of purchase for ASIN: XXXXX. Thus making ASIN: XXXXX identified as counterfeit.

I have added the invoices for you to review of ASIN XXXXX. We are the Brand XXXXX and ASIN: XXXXX was purchased directly from the supplier, XXX Plastics.

I have attached proof that we are the Brand Owners and are Brand Registered for the tradename "XXXXX".

I attached proof that previous infringement claims were already retracted in the past.

I attached proof that previous appeals of ASIN: XXXXX were accepted by Amazon's team, yet the account health notification still shows.

In Summary, I have attached documents such as the invoice, proof of brand registry, previously appeals accepted by Amazon, and the previous retraction notices to showcase proof that we are selling legitimate XXXXX units of ASIN: XXXXX

I understand the severity of this issue and am committed to preventing any similar issues in the future.

We appreciate our relationship with Amazon and look forward to providing stellar service to Amazon customers moving forward.

Sincerely,



EXAMPLE 2: Order Defect Rate

Dear Account Health Seller support Team,
we were notified by sellers performance that there were issues with our account health with greater than expected defect rate of > 1.92 % due to A-to-z Guarantee claims. It is important for us to correct any issues with our performance and we take this seriously. We strive to give the best customer experience to Amazon customers.

ROOT CAUSE

- Our root cause for our increase defect rate is that we had products that were shipped internationally with little to no cushioning. This caused the products to be damaged during shipment and lead to A-to-z Guarantee claims.
- We explained to buyers that we offer replacements for defective items and explained ways to troubleshoot the defect. This did not work, because the items were damaged on arrival.
- Another root cause of our account health Order Defect Rate issue was our late shipment rate. We recently synced our shipments with FEDEX and had a tracking malfunction with 8 orders. This caused our Late shipment rate to increase to 19.05% causing customer dissatisfaction.

The actions you have taken to resolve the issue

ACTION TAKEN

- We have immediately purchased packaging foam to insert in each international shipment to decrease damage during international shipments.
- We communicated and apologized to the customers, explaining the situation regarding the late shipment rate, as well as the lack of product packaging that caused the products to arrive damaged.
- We provided immediate refunds to the buyers who had received a late shipment or a damaged product.
- We have also appealed the Order Defect Rate in our A-to-z Guarantee claims dropdown that we think should not be part and counted towards our ODR.

The steps you have taken to prevent the issue going forward

STEPS TO PREVENTION- PLAN OF ACTION

- We have since inserted packaging foam into every international product shipment to decrease ODR and increase overall customer satisfaction. Every 24 hours we set a standard operating procedure to ensure we always have packaging foam in stock.
- Our Plan of action is to only list products where we have proper packaging with foam inserts to avoid damaged shipments during international transit.
- We will improve communication and prevent this from happening by implementing standard operating procedure to ensure all international listings are sent with proper FEDEX tracking and packaged with foam every 24 hours.
- To prevent other late shipment issues and complaints we changed the handling time to 3 days to allow more time to send orders and ensure that the FEDEX tracking updates in Amazon.
- We are also making sure to check our sellers account daily and answer messages from customers within 12-24 hours in case of any late, damaged or mishandled shipments and offer immediate refunds to assist buyers in timely fashion to prevent Order Defect Rates in future.

Overall, We take full responsibility for our mistakes and apologize as we are determined, committed and strive to work our best with Amazon in correcting these deficiencies. Please inform us regarding our plans and any suggestions are welcome and are much appreciated.

Best Regards
Sincerely,



EXAMPLE 3: Used Sold As New

PART 1 - What caused customers to complain about the condition of your items?

1. ASIN XXXXX showed signs of use (dirty and worn appearance) causing a negative customer experience because customer purchased, and was expecting, the item in a brand new and unworn condition as described in the detail page. The reason ASIN XXXXX showed signs of use was because it was purchased and used by another buyer who then returned the item to me for a refund. Then this returned item was re-entered into inventory for sale again without adequate inspection. This buyer then purchased this previously returned item.

PART 2- The actions you have taken to resolve the issue(s) that caused the complaints about the condition of your items:

1. I have communicated professionally and promptly with customers to address all order issues.
2. I have carefully examined all products in my inventory and thoroughly inspected for any signs of damage or use. I have disposed of any units that are not in Brand New condition and deleted the respective listings from my 'Manage Inventory' page.
3. **I have ensured that all of the branded products I offer are legal, that I am directly authorized by the brand rights owners to resell their products, and that the products I offer are exactly the same as the ones offered by the brands.**
4. I have confirmed with my suppliers that all the products that I am receiving are brand new and in undamaged condition. Products in any other condition will not be accepted and will be returned.
5. I reviewed Amazon's Condition Guidelines (<https://sellercentral.amazon.com/gp/help/200339950>) and determined that some of our products are not assigned the correct condition because they have been previously returned from another buyer and contain signs of wear including, but not limited to, debris on the outsole, scuffs, scrapes, and being dirty. These items are wrongfully represented as BRAND NEW when it is more accurately in 'Used' condition. For all other listings, I have confirmed that the listing information is accurate and matches the product being sold.
6. I reviewed Amazon Product Authenticity and Quality Help Page (<https://sellercentral.amazon.com/gp/help/G202010130>). I ensured all products are purchased directly from the manufacturer and that a quality check was conducted for each inventory item.
7. I reviewed Amazon's Product Detail Page Rules (<https://sellercentral.amazon.com/gp/help/200390640>).
8. I reviewed Amazon's Best Practices in Product Authenticity and Quality (https://sellercentral.amazon.com/learn/courses?ref=su_courses_c12_m554&courseId=12&moduleId=554) and have scored 100% on the product quality - appeal quiz.
9. I have reviewed Prohibited Seller Activities and Actions (<https://sellercentral.amazon.com/gp/help/200386250>)



1. I have implemented a three person review of the appropriate item being packaged for delivery in Excel type checklists that the fulfillment team can log, record, and track. If the product does not match the product detail page 100% or stated Brand New condition, I delete the product from our account.
2. I have improved my quality control processes by implementing a three-person quality review at 2 stages to ensure the product is free from defect or damage. The first stage of inspection takes place upon initial receipt from the supplier. Each XXXXX product and corresponding XXXXX product box is individually inspected. Each XXXXX Product is first examined to identify if it is broken, crumbled, or otherwise damaged. Then the XXXXX product box is opened to inspect the protective paper that covers the XXXXX product to ensure it is unwrinkled and provides sufficient protection for the XXXXX product. Finally, the XXXXX products are inspected to make sure they are in perfect condition. Each side of the XXXXX product is inspected. Then the bottoms of the XXXXX product are inspected. Finally, the inside of the XXXXX product is inspected. All 3 members of the quality review team must approve the pair of XXXXX products and its corresponding XXXXX product box for it to be allowed to enter amazon's inventory. If even 1 member of the quality review team does not approve the item, it is sent back to the supplier or discarded. The second stage of inspection takes place prior to shipping the item to fulfill a customer's order. Again the XXXXX product box, its protective paper, and all elements of the XXXXX products are inspected in detail. The order will not ship until it is approved by the three-person quality review team. Inspectors place themselves in the XXXXX products of the consumers to ensure the products meet expectations.
3. I have improved my quality control process for items returned by customers. All returned items are discarded or otherwise disposed of. I will not relist items on Amazon once it is returned.
4. I have improved my shipping packaging. Each XXXXX product box is placed in another larger protective cardboard box along with protective padding. In addition, I have implemented a three person review of the product's packaging to make sure the product is packaged sufficiently to withstand the package's journey. In combination with a visual inspection of the package, one inspector is responsible to do the drop test for 1 sample package for every 10 packages where the product is dropped from 3 feet in the air, on every side. Only if the product and packaging does not sustain any damage, it is deemed well protected and ready to ship.

5. I have ensured that all of my products are accurately described on Amazon and that the products listed and shipped exactly match the description, pictures, and all other information on the product detail page.



EXAMPLE 4: Suspension Template/Tips

Amazon Suspension Template/Tips

1) How to format your plan of action

The format for your plan of action should be:

A) What went wrong

(explain)

B) What we have done to fix the problems

(explain)

C) What we have done to prevent the problems from happening again in the future

(explain that what you did in "B" will keep the problems from recurring)

Now when I say "the format should be", I mean you really should use those lettered headings "A) What went wrong" and so forth.

When I say that in section C you should basically only say "The actions we took under #B will keep the problems from recurring," I mean it. Use your own words of course, but all action items should be in B. C, preventing issues from happening in the future, should be a result of what you have done in B, and you should simply say that it will be.

2) What to include

Make sure that you address any and all issues Amazon had with your account. Make sure that your plan solves the problems they mention.

3) What not to include

This is even more important than #2. Don't include a bunch of extraneous verbiage. Don't talk about how wonderful you are, how wonderful Amazon is, or how sorry you are. Don't address problems that Amazon did not bring up. Stick to the facts – here's what went wrong regarding what Amazon is asking about, here's how we have fixed the problems, and here's how we will keep those problems from recurring in the future.

4) Serious issues

With some Amazon infractions, it may not be possible to recover. An incomplete list of examples of such things might include opening a second seller account when your first one is suspended, rampant counterfeiting, obvious lies about having shipped product, and the ever-popular large-scale



shipping of things that aren't what the customer ordered. If you've done things like that, the formatting of your Plan of Action probably won't matter.

5) *Other things to do and not to do*

Be patient. Amazon is in no hurry to reinstate you.

Do not bombard Amazon with status requests.

Do not make things worse than they already are, e.g. by refusing to ship open orders until Amazon reinstates you.

Do not make things worse than they already are, e.g. by writing your customers and complaining about your suspension, or writing JeffB and doing so.

Make real changes in how you operate so that you are not suspended again. If you were being a sleazeball, stop. If you are a one man shop and, say, "didn't ship because I went into the hospital and " blah blah yes we've heard it all before, create a contingency plan that gets your product shipped and your storefront on vacation when such things happen. If you were sourcing your "new" product from hinky distributors, knock it off with the knock-offs.

And if you get reinstated – congratulations – but don't just say "Hey, I got back on, no need to change anything" . . . or one day you will be back here reading this post again.

Good luck!