

HOW TO WRITE AN EFFECTIVE PLAN OF ACTION (POA)

AMAZON POA BEST PRACTICES

- 1** Show that you have a clear understanding of the issue.
- 2** Present the steps that you've taken to resolve the issue.
- 3** Provide as many case specific details as possible.
- 4** Detail the procedures you've put in place to avoid violating Amazon's policies in the future.

In regards to the [BRAND] product, ASIN _____, I'd like to address the potential issue and our plan moving forward.

Complaint Type: Not as Advertised/Wrong Item

ASIN: _____

Title: [Product Name]

We are aware that one of our products was reported as having been sold in a "used" condition. Our products are only shipped to fulfillment centers as "new".

We have submitted invoices to prove our authorization to sell this product. Effective immediately we will individually inspect each unit prior to shipping to Amazon. We believe that cosmetic damage happened to the product between the brand and our warehouse. Prohibiting it from commingling in the future could help avoid this issue, since the buyer complaint could have been about inventory a different seller shipped to Amazon.

Thank you for your assistance in resolving this matter. We will make a more conscious effort moving forward to thoroughly review inventory we receive from the brand and securely package inventory we ship to Amazon to reduce any damages to the condition.