

Seller Fulfilled Prime trial period

Before enrolling in [Seller Fulfilled Prime](#), you must qualify by completing a trial period to show you are able to meet the requirements for Prime fulfillment excellence and customer satisfaction. During the trial period, you must agree to the [Program Terms](#) for Seller Fulfilled Prime and satisfy the Performance Requirements described below. The Prime badge will not be displayed on items enrolled in Seller Fulfilled Prime during the trial period. If you successfully complete the trial period, you will automatically be enrolled in Seller Fulfilled Prime and the Prime badge will then display to customers.

How to start the trial

1. **Register:** Go to the [Seller Fulfilled Prime main page](#) and sign up to start your trial.
2. **Enable Prime shipping in your Prime trial shipping template:** Visit [Configure Shipping Settings](#) for steps on how to enable listings for Prime shipping, and how to select regions where you would like to offer Prime delivery.
3. Review [Prime Shipping Requirements](#).
- 4.
5. **Enroll items in Seller Fulfilled Prime:** [Assign SKUs](#) to your Prime shipping template.
6. **Note:** During the trial period, all SKUs assigned to a Prime shipping template will count as Prime trial orders, regardless of the buyer's location. All Prime trial orders will contribute toward the trial period performance requirements described below.
- 7.
8. **Fulfill Prime trial orders:** Identify Prime trial orders according to the Prime badge displayed on the Manage Orders page in Seller Central and the "isprime" identifier in Order Reports. Fulfill these orders according to the requirements listed on the [How to process Seller Fulfilled Prime orders](#) page.

Performance requirements

During the trial period, you must meet the following performance requirements on a minimum of 50 Prime trial orders:

- An On-Time Shipment Rate of at least 99% for Prime trial orders. Regardless of the shipping speed selected by the customer, Prime trial orders must be shipped on the same day the order is received, as long as the customer places the order before the seller's cutoff time.
- Use of Buy Shipping Services for at least 95% of Prime trial orders.
- A Cancellation Rate of no more than 1% of Prime trial orders.

Successful completion of trial

24 hours after you become eligible for the Seller Fulfilled Prime program, the SKUs mapped to your Prime Template(s) will automatically display the Prime badge to customers. To maintain eligibility for Seller Fulfilled Prime, you are required to meet the same Prime trial performance requirements on a trailing 30-day basis.

In addition to gaining eligibility for the Seller Fulfilled Prime program, you will also gain eligibility for the Seller Guaranteed Delivery Program for your non-Prime Premium Shipping options. Visit [Seller Guaranteed Delivery Program](#) for more information.

Sellers whose performance metrics fall below required levels are no longer eligible for Seller Fulfilled Prime, but may continue selling those items on Amazon without Prime badging.