

Creating Lightning Deals

Department: [Customer Service]

Date: [May 20, 2023]

Purpose/Goal

Lightning Deals on Amazon offer benefits to sellers such as increased visibility, a boost in sales, inventory clearance, competitive advantage, and brand awareness. They provide opportunities to attract customers, clear excess inventory, and compete with other sellers.

Resources Needed

- Seller Central
- Customer Service Representative
- Lightning Deal Tracker

Knowledge Base

- <https://www.youtube.com/watch?v=baIRKseFEvM>
- <https://youtu.be/8luwQDbXfzo>

Attach Loom Video of SOP Being Done

- [Video]

Overview of Steps

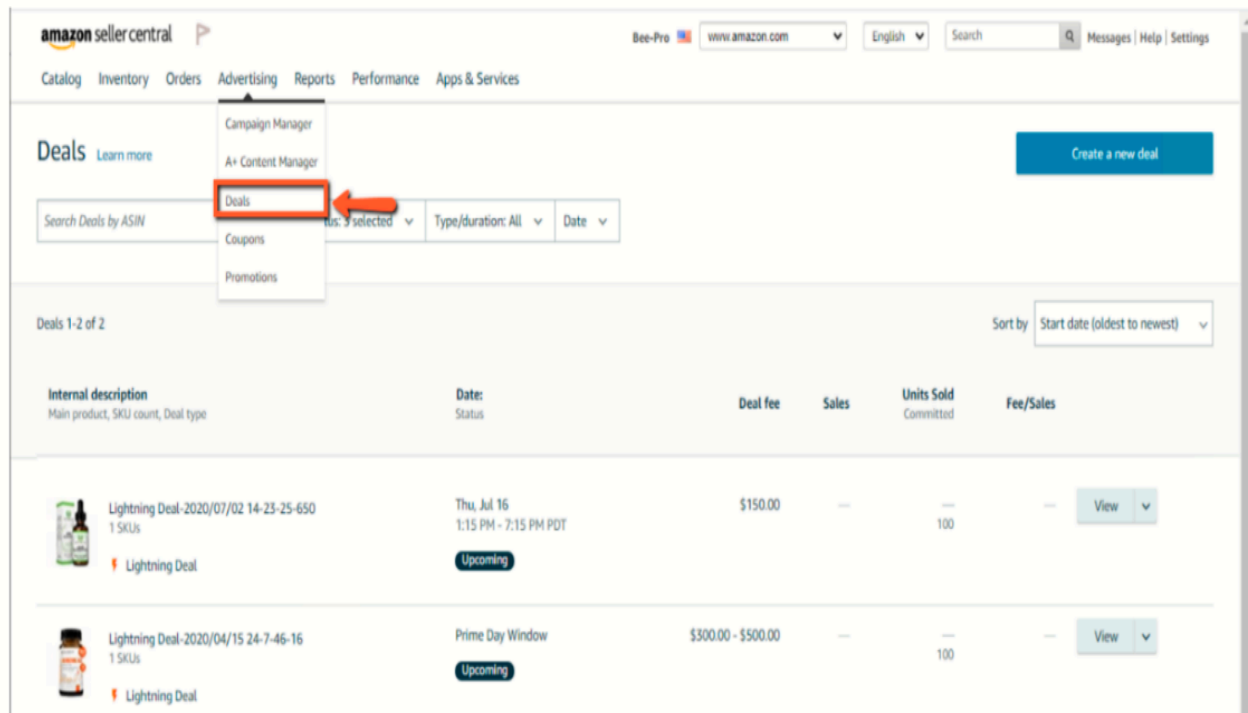
Step 1 - Log in to Seller Central & hover over advertising and click “deals”

Step 2 - Click Create “new deal”

Step 3 - Check eligible products for lightning deals

Step 4 - Select which product you would like to make a lightning deal

1. In the Advertising Menu, click Deals.



The screenshot shows the Amazon Seller Central interface. The top navigation bar includes 'Catalog', 'Inventory', 'Orders', 'Advertising', 'Reports', 'Performance', and 'Apps & Services'. The 'Advertising' menu is open, showing options: 'Campaign Manager', 'A+ Content Manager', 'Deals' (highlighted with a red box and an arrow), 'Coupons', and 'Promotions'. Below the menu, the 'Deals' section is visible, showing a search bar, filters, and a table of deals.



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Catalog Inventory Orders Advertising Reports Performance Apps & Services

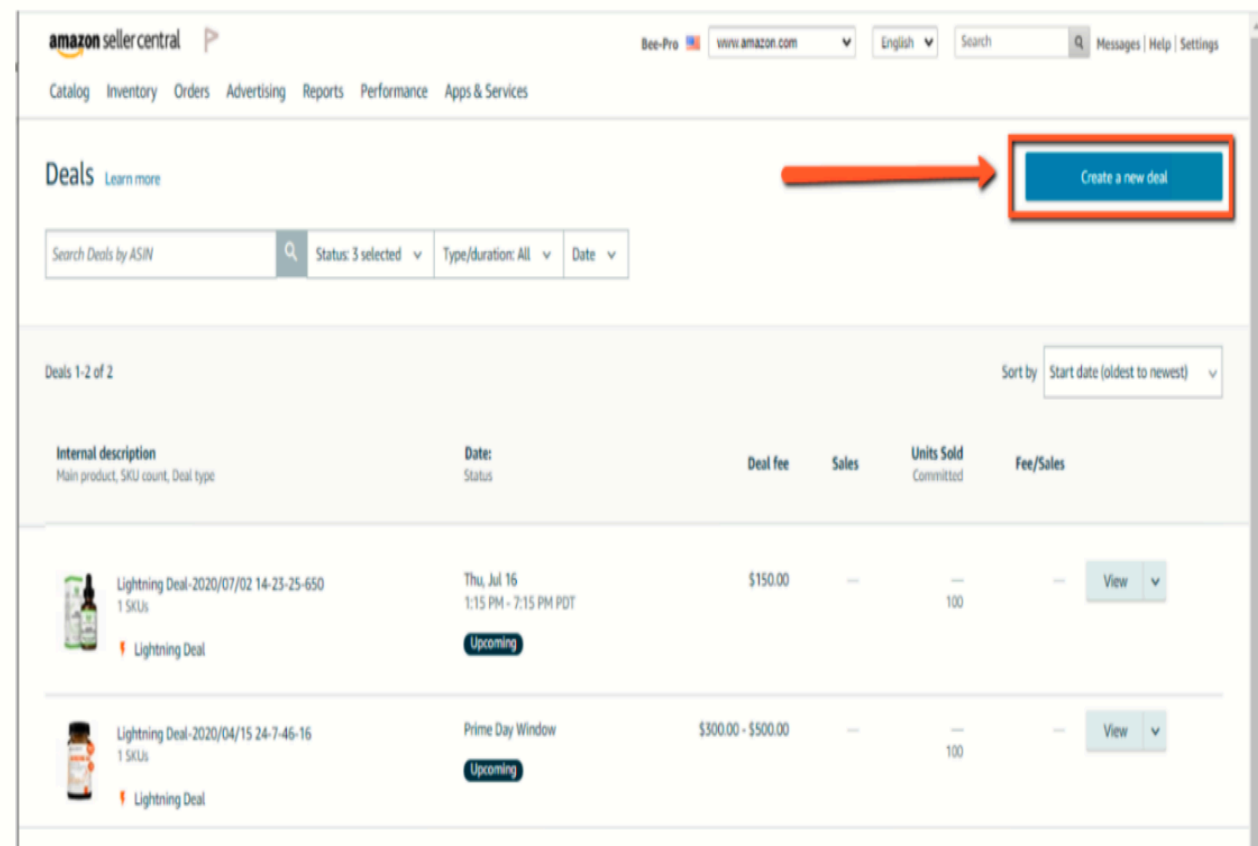
Deals Learn more

Search Deals by ASIN Status: 3 selected Type/duration: All Date

Deals 1-2 of 2 Sort by Start date (oldest to newest)

Internal description Main product, SKU count, Deal type	Date: Status	Deal fee	Sales	Units Sold Committed	Fee/Sales	
 Lightning Deal-2020/07/02 14-23-25-650 1 SKUs Lightning Deal	Thu, Jul 16 1:15 PM - 7:15 PM PDT Upcoming	\$150.00	—	— 100	—	View
 Lightning Deal-2020/04/15 24-7-46-16 1 SKUs Lightning Deal	Prime Day Window Upcoming	\$300.00 - \$500.00	—	— 100	—	View

2. Click Create a new deal.



The screenshot shows the Amazon Seller Central 'Deals' page. The 'Create a new deal' button is highlighted with a red box and an arrow. The page includes a search bar, filters, and a table of deals.



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3. Select Lightning Deals.



Deals > Create a new deal Discard this deal

1 2 3 4
Select products Schedule deal Configure deal Review & submit

Select an eligible product to run a deal on
If you cannot find some of your products in the list below, learn how to make them eligible for deals

Search Deals by ASIN

Show eligible products for Any deal type 7-day Deals **Lightning Deals**

Product name SKU, Deal type	Date	Deal price Your price	Discount per unit Min qty.	Deal fee ⓘ	
 CoQ10 200mg Ultra Absorption Softgels - Enhanced with Organic Olive Oil, Natural Coenzyme Q10 Ubiquinone, Non-GMO Supplements, Antioxidant for Heart Health, Energy and Collagen Vitamins, Gluten Free KS-05A2-U9GD Lightning Deal	Mon, Jul 20 - Sep 06 2020	\$20.35 \$23.95	\$3.60 36	\$150.00	<input type="button" value="Select"/>
 Chlorophyll Liquid Drops - Energy Boost Immune System Support Internal Deodorant Altitude Sickness. Premium FEEDBACK ⓘ	Mon, Jul 20 - Sep 06 2020	\$22.07 \$25.97	\$3.90 33	\$150.00	<input type="button" value="Select"/>

4. Choose a product in your inventory and click **Select**.

Deals > Create a new deal Discard this deal





Product name
SKU, Deal type

Date

Deal price
Your price

Discount per unit
Min qty.

Deal fee ⓘ

 CoQ10 200mg Ultra Absorption Softgels - Enhanced with Organic Olive Oil, Natural Coenzyme Q10 Ubiquinone, Non-GMO Supplements, Antioxidant for Heart Health, Energy and Collagen Vitamins, Gluten Free KS-05A2-U9GD Lightning Deal	Mon, Jul 20 - Sep 06 2020	\$20.35 \$23.95	\$3.60 36	\$150.00	<input type="button" value="Select"/>
 Chlorophyll Liquid Drops - Energy Boost Immune System Support Internal Deodorant Altitude Sickness. Premium Quality - 100% Natural, Potent, Minty Taste, 2x Absorption, Alcohol and Gluten Free. OT-ST20-S39X Lightning Deal	Mon, Jul 20 - Sep 06 2020	\$22.07 \$25.97	\$3.90 33	\$150.00	<input type="button" value="Select"/>
 Thyroid Support Supplement - Complete with Iodine, L-Tyrosine, Vitamin B5 & Piperine to Get Maximum Benefits. 100% Vegetarian and Gluten Free 90 Veggie Caps 7Y-7368-IFUZ Lightning Deal	Mon, Jul 20 - Sep 06 2020	\$18.67 \$21.97	\$3.30 40	\$150.00	<input type="button" value="Select"/>
 Multivitamin for Women - Supplement for Energy, Immunity, & Female Support - Daily Vitamins for Women w/ Antioxidants, Biotin, Calcium, Magnesium - Non-GMO, Vegetarian Women's Multivitamin - 120 Caps Winnemsmultivitamins2	Mon, Jul 20 - Sep 06 2020	\$17.00 \$20.00	\$3.00 44	\$150.00	<input type="button" value="Select"/>

Quality Control

- After creating a deal, visit Seller Central in the next 24- 72 hours to check the final date of the lightning deal.
- Fix if there are errors. This depends on the Amazon remarks but it rarely happens.
- Post it on Slack once you have the date.
- 30 mins or 1 hr before the deal gets activated, confirm with your superiors whether you have to turn off PPC or not
- Check the deal on Amazon's live page.
- When the deal is over visit SC deals dashboard in 48- 72 hrs and then logged sales performance on the [lightning deals tracker](#).

Revision History

Date	Version	Description	Approved
20-May-2023	1.0.0	Initial document created	Dez