



Buyer Seller Messaging Templates- so you're prepared for any situation!

Templates included:

- [Where's My Package FBA order](#)
- [Where's My Package FBM Order](#)
- [How do I return this FBA](#)
- [Product Didn't work Cash Refund FBM](#)
- [Product Defect sending free Replacement FBA](#)
- [Product Defect sending free Replacement FBM](#)
- [Case Escalation - use this to give you more time FBM](#)
- [Order inquiry for orders in "Pending" status FBA/FBM](#)
- [Seller Feedback or Product Review Request](#)
- [Package not arrived file a A-Z claim](#)
- [Cancel my order FBA](#)
- [Cancel my Order FBM](#)
- [Cancel my Order \(order has already shipped\) FBM](#)

These templates have been a lifesaver in my own business and I encourage you to have them ready to go in yours. I am a big fan of adding that personal touch and will usually add to the templates for each response, by answering any other questions they asked or finding some way to make sure and let them know #1 they are talking to another human, someone took the time to read their email and respond appropriately, that

someone was located here in the US and speaks fluent English. Just those few things can take a extremely disgruntled customer and replace them with a mildly dissatisfied customer that you can easily then help to become a happy and loyal repeat customer.

I also want to take a second to make something super crystal clear.. I have a team of people that work for me that are located overseas, some of them do not speak the best English and I have even worked on learning Tagalog to help foster that relationship and make things easier for them. When I say that making it clear that you are the owner and not a overseas answering service will help the situation, it is absolutely not talking garbage, I love my people. But I also know that when people are pissed they have no patience (I worked customer service and then collections in college) and them knowing that you are the top of the food chain and can fix their problem will bring everything down a few notches and make them much much easier to work with.

So lets go over how to add these templates to Seller Central:

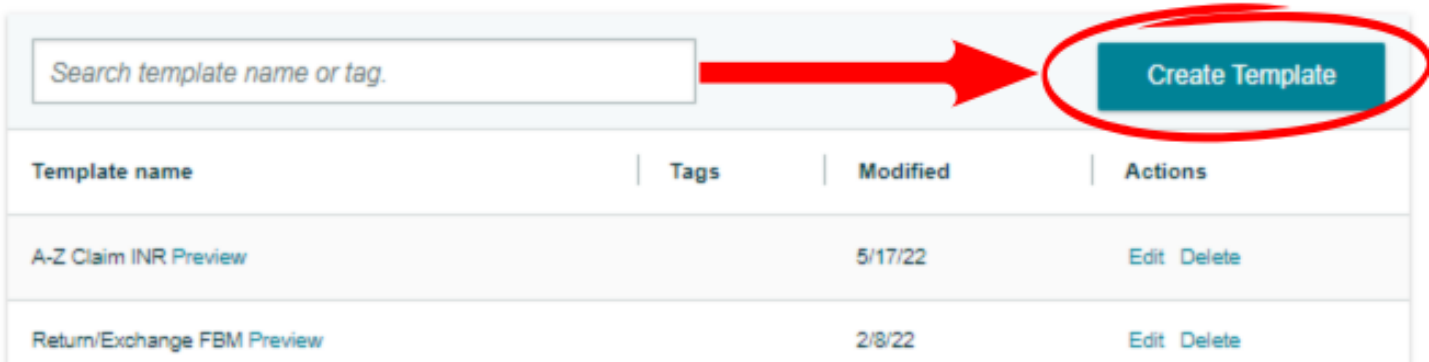
to Create a template start here <https://sellercentral.amazon.com/messaging/templates>

Then select **Create Template**

[< Back](#)

## Manage Templates

Manage and create reusable templates for e-mail responses you frequently send to buyers. [Learn more](#)



Template name	Tags	Modified	Actions
<a href="#">A-Z Claim INR Preview</a>		5/17/22	<a href="#">Edit</a> <a href="#">Delete</a>
<a href="#">Return/Exchange FBM Preview</a>		2/8/22	<a href="#">Edit</a> <a href="#">Delete</a>

Then Create your templates...

< Back

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Template name

**Suggested Template Name here**

(20 characters max.)

Favorite?

Insert Placeholder ⓘ

Choose a placeholder ▾

Template text:

4000 characters remaining

**Paste template text here, any red template text needs to be edited by you before it is sent out to customers**

Tags (optional)

▾ +

**Check over and fix formatting- templates sometimes need adjusting when adding to seller central**

Cancel

Save

To use your templates once they are set up:

**When you receive a message from a customer you can click here and pick from the templates you have set up (you will be able to add/edit and make changes to the message before it is sent to customize it for that situation**

< Back Characters remaining: 4000 Attach File(s) ⓘ **Select Template** ▾

Please limit your text to less than 4,000 characters

Report Message No Response Needed Send

To make changes to your templates in the Future you can either Delete and start from scratch Or you can Edit them by going to Manage templates (link above) and clicking Edit next to the template you would like to change

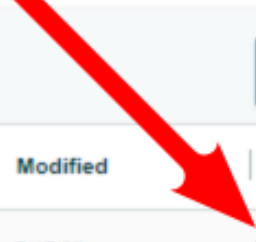
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[Edit](#) [Delete](#)

[Edit](#) [Delete](#)