

Registration Guide South Africa

Stuck during registration?

Don't know how to proceed?

Here is a quick registration guide to help you launch & kick-start your business on Amazon.



Step by
step guide



Technical
Issues



Why should I
sell on
Amazon?

Step-by-step guide

Want to sell to potentially thousands of customers now?

STEP ONE: Start by visiting <https://sellercentral.amazon.co.za/> or clicking here

[Sign up](#)

 seller central

Get started selling on Amazon

Email or mobile phone number

Password [Forgot your password?](#)

[Next](#)

Keep me signed in. [Details](#) ▾

New to Amazon?

[Create your Amazon account](#)

STEP TWO: Click on “Create your Amazon account”

If you already have an account and are struggling to log in – skip to the [technical issues](#) section of this guide

STEP THREE: Enter your name, email and password

It is important to use your legal name as reflecting on your identity documents, as this information will be verified in future steps.



Create account

Your name

Email

Password

i Passwords must be at least 6 characters.

Re-enter password

Next

Already have an account? [Next](#) >

IMPORTANT:
Use an email address not linked to any existing Amazon selling or customer account to avoid being redirected to the country that account is based in.

STEP FOUR: Enter the OTP

At this point you will receive an OTP (one time pin) to the email address provided in the steps above – enter this OTP and click on “Create your Amazon account”



Verify email address

To verify your email, we've sent a One Time Password (OTP) to *****@*****
[\(Change\)](#)

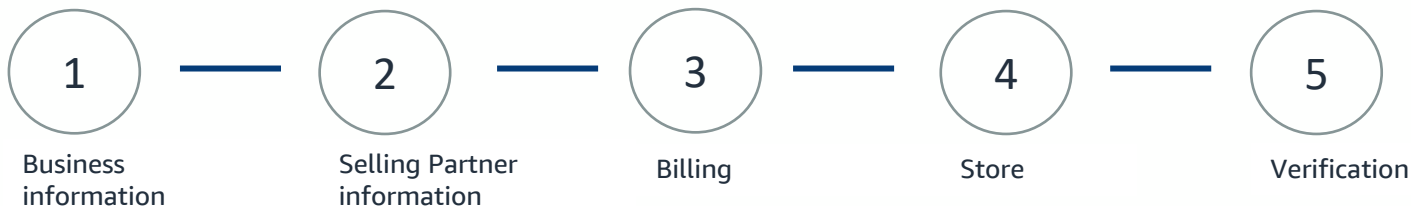
Enter OTP

Create your Amazon account

[Resend OTP](#)

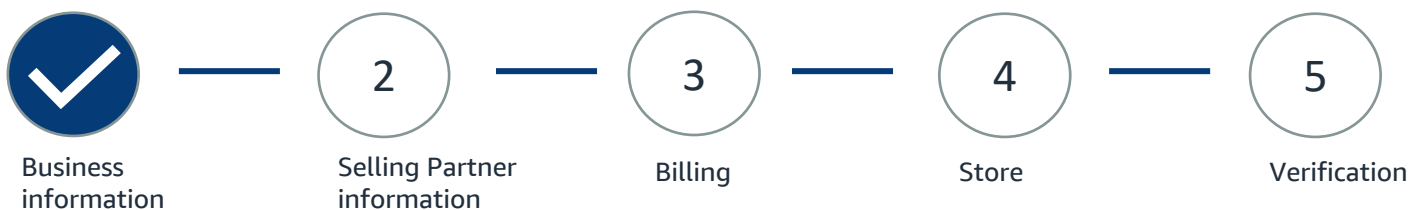
Sign up

STEP FIVE: Click on 'Begin' at the bottom of the page to start the Selling Partner Registration process which consists of five tasks.



After submitting documents for step 5, the verification process may require you to join a video call. This call can be conducted instantly or scheduled. We will email you about the progress once verification is complete, and/or if we need more documents.

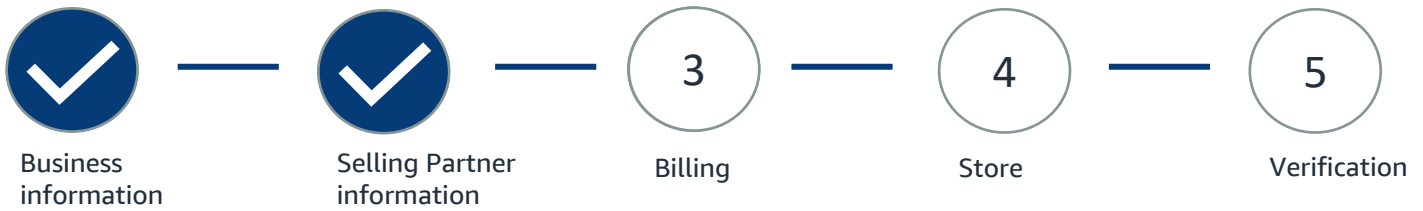
STEP SIX: Fill in requested business information



Ensure the information you provide is accurate, exactly as reflected in your official documentation which you will be submitting during the verification process.. This information cannot be changed later on and may affect the status of your Selling Account. The name that customers will see as your Store name can be customised later on in step 4.

Sign up

STEP SEVEN: Fill in requested information



STEP EIGHT: Fill in requested Billing information



If you are signing up for a Selling Plan that requires a fee or payment, you will be charged upon registration to your credit or debit card.

Tip:

In order to receive your payments from Amazon, you will need to add your bank account details after registration in Seller Central

Sign up

STEP NINE: Fill in requested store and product information



The information provided here will be used so that we can best assist you during your onboarding.

STEP TEN: Complete Seller Identity Verification



After you upload the requested documents, it can take up to 2 business days to be verified and you will receive an email upon completion. You will also have to go through an “in person” verification which requires you to book a video call and show your identification documents.

Tip:

Documents must be less than 10MB in size and must be in one of these formats: *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf. Do not include special characters in the file name (examples: \$, &, or #)

[Sign up](#)

STEP ELEVEN: When you log in to your Seller Central account, you will have the option to enable Two-Step Verification. Click on “Enable Two Step Verification”



Congratulations! You have now successfully completed the registration process and can start exploring Seller Central.

We recommend you start with exploring the resources available to you on [Seller University](#)

Important:

Now that you have successfully completed registration, you are auto enrolled into the [Amazon Easy Ship fulfillment programme](#).

Amazon Easy Ship is a fast and convenient delivery service whereby you are able to leverage Amazon’s delivery infrastructure to deliver products to customers all over South Africa. Click [here](#) to find out more.

[Terms and conditions apply.](#)

Sign up

Technical Issues

ISSUE ONE: I cannot log in to the account – try these steps in sequence to resolve sign-in issues

- 1) Verify that you are using the correct *email and password* combination.
- 2) Ensure that there are *no extra spaces* in your password. This can happen when you copy and paste your password from somewhere else.
- 3) Verify that you entered the most recent *Two-Step Verification* code you have received, if you are prompted to enter one. Older codes won't work.
- 4) **Check the spam folder in your email if you did not receive an OTP code.**
- 5) Clear your browser *cookies and cache* or try logging in with a different browser or device.
- 6) Try changing your password by clicking the "[Forgot your password?](#)" button on the login page
- 5) Log on to [Seller Central](#) using your new e-mail/password combination.

ISSUE TWO: I do not know how to access my company's Seller Central account

If the company has already registered with Seller Central, your company's account administrator can set up a user account for you.

ISSUE THREE: I am facing problems with Two-Step Verification

- 1) How do I enable Two-Step Verification?

Resolution:

- a) If you are an existing Seller Central user who has not enabled Two-Step Verification, you will be prompted to activate Two-Step Verification the next time you log in.
- b) You can also access the Advanced Security Settings page from the Amazon website, which will take you through an identical experience.

- 2) I did not receive my code via text message on my cell phone

Resolution:

- a) Click the "*Didn't receive the code?*" link on the webpage where it asks you to enter your code.
- b) If you do not receive the SMS text, you can opt for a *voice call* to your registered cell phone number.
- c) If you do not receive a code during registration, check that the provided phone number has no typos and that your cell phone is *able to receive SMS text messages*.