



\$304.98

FREE Delivery **Wednesday** [Details](#)
Extended delivery time: This item takes longer than usual to ship due to its size and/or weight.

In Stock.

Qty: 1



Add to Cart



Buy Now

Ships from and sold by
Amazon.com.

Item arrives in packaging that reveals what's inside and can't be hidden. If this is a gift, consider shipping to a different address.

Add a Protection Plan:

- ☐ 3-Year EXT - Automotive Parts (\$300-325) for **\$55.33**
- ☐ 2-Year EXT - Automotive Parts (\$300-325) for **\$37.39**

Deliver to Andrew -
Queen Creek 85142

Add to List

Add to your Dash Buttons

Share

Other Sellers on Amazon

\$338.99

+ Free Shipping

Sold by: Trends Auto

Add to Cart

\$339.98

+ Free Shipping

Sold by: JEGS

Add to Cart

\$370.73

+ Free Shipping

Sold by: RV and Auto Parts

Add to Cart

New (7) from \$304.98

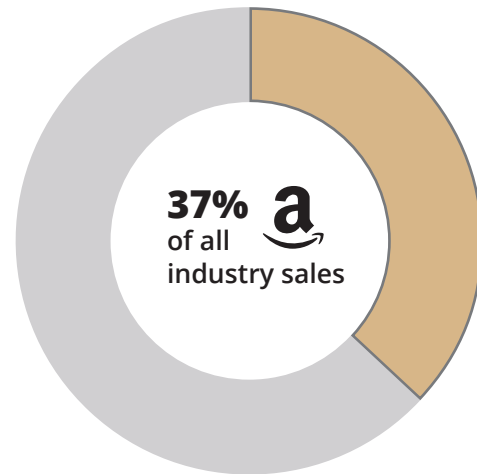
SUCCESSFULLY SELL PARTS ON AMAZON: HOW TO WIN THE **BUY BOX**

REVOLUTION PARTS

SELLING PARTS ON AMAZON: AN EXPERT Q&A ON WINNING THE BUY BOX

Amazon is the most popular digital retailer for car parts and accessories, attracting a whopping 37% of all industry sales. Shoppers love it because they can find pretty much anything they need and purchase it immediately, 24/7/365.

If you've ever bought anything on Amazon, you know how convenient it is to search for an item, go to the product detail page, and click "Add to Cart." In fact, the process is so second-nature that you might not have even realized the science behind the so-called Buy Box, that area on the right side of the page that takes you to check out.



You also might not realize there are dozens of other sellers offering the same exact product you're looking for, hidden in plain sight. But look under the Buy Box and you'll see them listed, hearing their quiet cries for attention as you ignore them on the way to purchase.

So why does one product reign as Buy Box king while others get passed over? There are several strategies you can use to improve your chances of **winning the Buy Box and gaining a huge advantage as an Amazon retailer.**



Price: \$10.20
Sale: **\$9.89**
Discount Provided by Amazon. [Details](#) ▾

Note: Available at a lower price from [other sellers](#), potentially without free Prime shipping.

FREE Delivery **Monday, April 1**
if you order within 20 hrs 59 mins. [Details](#)

In Stock. Ships from and sold by [Dealer 1](#)

📍 Deliver to - Lancaster 17601
Qty: 1 ▾ [Turn on 1-click ordering](#)

Add to Cart

Buy Now

Add to List

▾

Other Sellers on Amazon 11 new from **\$9.87**

\$9.87 (\$1.65 / Item) + Free Shipping Sold by: Dealer 2	<div>Add to Cart</div>
\$9.92 (\$1.65 / Item) + Free Shipping Sold by: Dealer 3	<div>Add to Cart</div>
\$4.97 (\$0.83 / Item) + \$4.99 shipping Sold by: Dealer 4	<div>Add to Cart</div>

• The Buy Box

• Other Sellers on Amazon



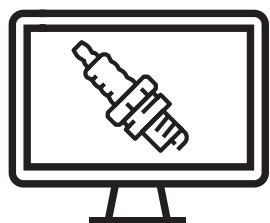
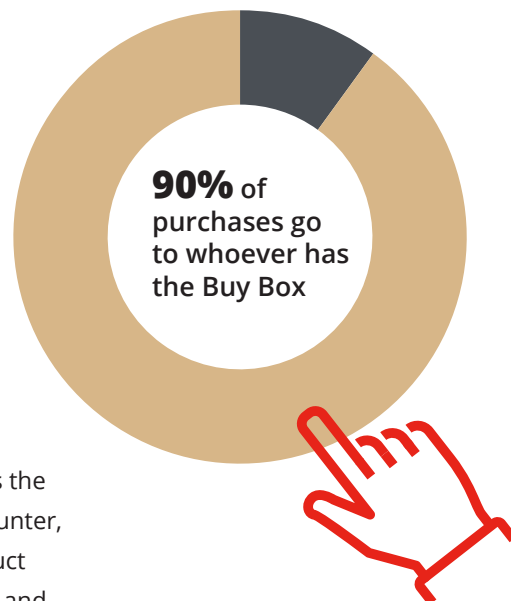
We sat down with James Windrow, the VP of Marketing at RevolutionParts, to talk about the importance of the Buy Box, and how to win it for your parts and accessories business.

Q

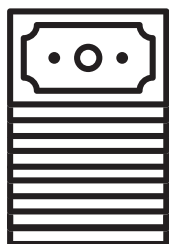
Why is winning the Buy Box especially important for auto retailers?

A

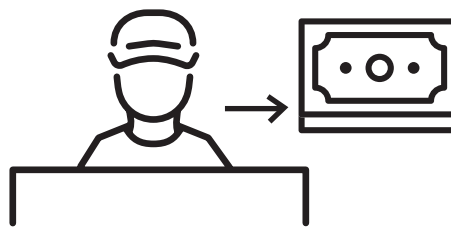
In our experience, over 90% of purchases go to whoever has the Buy Box. Parts managers are used to 36% margins at the counter, but that's just not how it works online. The same \$100 product might only be marked up \$14 on Amazon to be competitive, and that means volume selling is critical to making a profit there. If you don't own the Buy Box, you just can't move the same volume of product because customers aren't seeing you.



Part at Cost+14%
to huge online market



VS



MSRP Over the Counter
to local Market

Q

What are the most important factors that determine Buy Box eligibility?

A

There are several metrics Amazon uses in its algorithm, but the two most important right off the bat are fulfillment and price. There are two ways to have your product fulfilled: FBA (fulfilled by Amazon), where you ship your product to an Amazon warehouse, or FBM (fulfilled by merchant).



FBA merchants generally have a better chance of winning the Buy Box because Amazon has more control over the quality, but the vast majority of our customers are FBM. That's totally fine, because to win the Buy Box all you have to do is beat out other sellers who are like you, and 98% of auto retailers go the FBM route.

That's why it's important to have a platform that integrates with your DMS and communicates with Amazon in real-time about the availability of products. The more Amazon trusts your inventory, the more favorably its algorithm will view you.

Q

What about price? How do merchants know if they're pricing competitively?

A

Amazon isn't looking for the cheapest price, just the most competitive one in comparison to other sellers of the same product. So it's about looking at what others are doing and adjusting accordingly. It's important to remember that shipping costs are also factored in, so don't set your product price in line with your competitors and then add 10% shipping. Buyers only care about the total price they pay at the end.

If you only sell a few products, you can manage your own prices pretty easily. But chances are you're selling tens of thousands of SKUs, which means you need a dynamic pricing tool that can develop competitive pricing numbers for you.

Example Pricing Matrix

\$0 - \$10	Cost + 22%
\$10.01 - \$50	Cost + 18%
\$50.01 - \$150	Cost + 16%
\$150.01 +	Cost + 14%

Q

How important is customer experience in winning the Buy Box?

A

At its most basic, Amazon is a store. And they want customers to keep coming back. So bad customer experiences reflect poorly not just on your brand, but on Amazon as a whole. I see it all the time where dealers with higher prices win the Buy Box because their customer satisfaction is so high. Are you responding to customers in minutes, hours, days, or weeks? How quickly are you shipping? Do you have a high rate of return? All of those factors bake into the Customer Experience Score.



This is especially important for FBM sellers in the auto industry because it takes into consideration things like product availability, defective rate, late shipment rate and more. Amazon's algorithms change constantly depending on the industry.

Amazon also tracks all communication through its platform, so following up with satisfied customers and encouraging them to leave positive reviews on your page is really important.



Q

What are some benefits of winning the Buy Box that merchants might not be aware of?

A

Parts managers know about OEM incentives for selling a certain depth or breadth of a product. It's just really hard to meet those requirements at the parts counter alone when you're selling wholesale. But on Amazon, volume is the name of the game and it's much easier to hit those numbers. In fact, OEM kickbacks are the way many of our customers make profits online. It makes lowering your margins easier when you know you can expect 5-10% back for meeting incentive requirements.

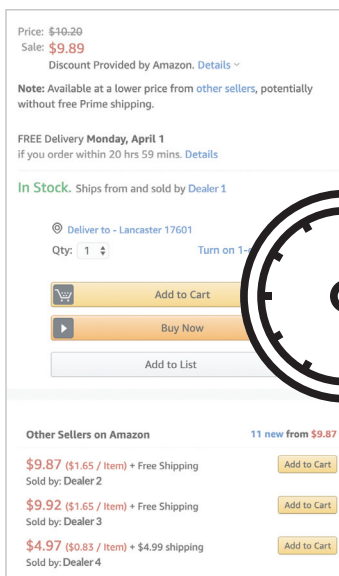


Q

If another seller owns the Buy Box, does that mean you never will?

A

The owner of the Buy Box can, and does, change all the time. You might own it today and not tomorrow, or right now and not in an hour. Amazon doesn't send you a notification when you have or don't have the Buy Box, so your sales figures will paint the picture for you.



Recency of signup is another contributing factor. You might not win the Buy Box after a month with 98% satisfaction and competitive pricing, simply because you're up against a merchant with the same numbers who's been doing it a year. It's all about persistence and consistency. Remember, even if ten sellers are all perfect - only one seller can win the Buy Box! At the same time, somebody has to win it, so don't pull your inventory from Amazon if you're not seeing success right away.



Q

Why will winning the Buy Box grow in importance in the future?

A

Amazon is already the number one online parts and accessories retailer. But right now, 60% of all parts purchases still happen at brick and mortar stores, and only 17% happen online. Over the next couple years we expect that 60% to shrink under 50%, with all those customers going online. So there will only be more shoppers looking for your products, and more opportunities to sell in high volume for the merchants who are doing it right.



Now is a crucial time to start shifting the culture of your parts department. Amazon isn't really a risky proposition like many parts managers think it is.

Instead of being afraid to communicate digitally and be dedicated to 24/7 engagement with customers, embrace the opportunity to put your inventory on a platform that will help you sell large volumes. Right now, there's not a ton of competition on Amazon because of the risk-averse culture, so the brave few who do sell there tend to make a lot of money.

Q

What's something parts managers can do today to start winning the Buy Box?

A

Well, think of why people take their cars into your service department. It's because they don't feel confident making repairs themselves at home, or they don't have the time. Dealers need to do the same thing to have success on Amazon, or any digital retailer - call an expert. That's what we're here for at RevolutionParts, to offer you expertise and guidance so you don't have to go into Amazon yourself and try to figure this all out.

REQUEST A DEMO OF REVOLUTIONPARTS

The #1 Way For New Car Dealers To Sell Parts Online

RevolutionParts achieves simplicity by dramatically streamlining the work involved with running an online automotive parts business. One of our core beliefs is to provide our partners with the right set of integrated tools that will cut down on unnecessary and tedious back-office work, manual data entry and reentry, and allow our partners to focus on growing online parts sales.

Of course, we understand if you want to try before you buy – which is why we have demos available. Click [here](#) to see a demo of RevolutionParts, the #1 Parts eCommerce solution for your dealership.

TALK TO AN EXPERT

sales@revolutionparts.com | 480.525.5177

Or, sign up for a demo at RevolutionParts.com

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