



## Inauthentic Checklist

### *What to do when you get an Inauthentic Complaint*

1. **Breathe.** Accounts rarely get suspended over one or even two inauthentic complaints. If you're selling authentic goods and keeping good records, you've got this. If not, it's time to change. NOW.
2. **Take immediate action.** If the listing is still open, close it. If you have more of this asin to ship, hold it. You do NOT want to sell more of this item until the issue is fully resolved.
3. **Research.** Find out what the root issue was. Dig as deep as necessary. Don't be too easily satisfied. There may be more than one root issue.
4. **Address the immediate issue(s).** What can you do to improve, reverse or resolve the current situation? Do it.
5. **Prevent recurrence.** What will you do to make sure this problem doesn't happen again? Implement new policies, procedures, and/or training as necessary.
6. **Respond.** Craft your response to the Amazon team that sent the notification, outlining each of the steps above, beginning with proof of authenticity.
7. **Follow up.** Don't settle for a generic reply. You need Amazon to confirm that you can continue to sell this specific asin.