

HOW TO REGISTER AS AN AMAZON SELLER

Version for Chinese FDI Enterprises in Vietnam

This guide covers the registration process for **Professional Selling Accounts** in the **North American marketplace**, with visual examples of business profile information.

It provides an overview of the selling account registration process, along with step-by-step instructions, common errors, and troubleshooting tips for creating a selling account on Amazon.

All guidance in this document is based on Amazon's latest 2024 policies.

Note: If you are not a Chinese FDI enterprise operating in Vietnam, please refer to the Vietnamese version of the Guide [HERE](#).

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Important Notes



This guide applies to businesses that meet **all of the following criteria:**

- The businesses wishing to register for a **Professional Selling Account** on Amazon Seller Central.
- The businesses that are **Chinese FDI enterprises** operating in Vietnam, with a registered office.

Chinese FDI enterprises in Vietnam must comply with all relevant Vietnamese laws and regulations.



Please keep in mind:

- (1) The account registration process may vary depending on the: account type, business model, and target marketplace country.
- (2) Once a step in the registration process is completed, **it cannot be edited or revisited**. Please review all information carefully before proceeding to the next step to ensure accuracy.



Amazon Global Selling Vietnam regularly provides important information and guidance to Sellers via email. Therefore, we **strongly recommend that you check the email address used for registration frequently and ensure that Amazon emails are not marked as spam.**



In addition to registering for an account and receiving information via email from Amazon, you can **visit [our website](#) to learn more about Amazon Global Selling Vietnam.**

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Overview of the Amazon Seller Account Registration Process



SELL GLOBALLY ON AMAZON IN JUST 6 STEPS

Registration Guide From A – Z



REQUIRED DOCUMENTS

- Identity documents
- Bank statements
- Utility bills
- Business license (if any)



Fill in account information

>



Seller Identity Verification (SIV)

>



Face verification

>



Verify address via Postcard OTP*

<



Login Seller Central

<



Seller Performance Review (SPR)*

**Only proceed if requested*



SCAN QR CODE

GO TO SELLER UNIVERSITY

to explore resources and guides for successful selling on Amazon



1. Required Documents for Registration

Make sure you have the following documents ready before starting the registration process:

Document name	Details	Requirements
Identity document (Passport)	Must belong to the business owner (legal representative of the company in Vietnam)	<ul style="list-style-type: none"> The passport must be signed and valid, and a color scan or photo of the information page and the signature page must be provided.
Bank statement	Must be issued by a physical bank in Vietnam and show the business address in Vietnam, consistent with the address on the Business License.	<ul style="list-style-type: none"> Must include at least two transactions Must be issued within the last 180 days Must display complete bank information, including bank name, official seal, authorized signature, and logo Must include the name and address of the business
Charge method	Credit/Debit Card	<ul style="list-style-type: none"> It's recommended to use a charge method issued by a physical bank in Vietnam. The cardholder must be legal entity or the legal representative. Note: Do not change your card information after completing registration and throughout the use of your account on Seller Central.
Deposit method	Must belong to the individual or business that owns the Amazon account and will be used to receive funds through Amazon's disbursement wallet system	<ul style="list-style-type: none"> The seller or business name and address on the bank account must match the information registered with Amazon.
Business License in Vietnam	Applicable only when registering as a business	<ul style="list-style-type: none"> A color scan or photograph of all pages must be provided
Utility bill (Electricity/Water or Internet)	Include the name and address of the individual or business that owns the Amazon account	<ul style="list-style-type: none"> - Bills must be issued within the last 90 days - Electronic invoices are accepted - If the name on the bill doesn't match the account, supporting documents are required.



Important:

- All information must be entered in unaccented Vietnamese.
- The business name and address on utility bills and bank statements must **match** the information provided on Seller Central.
- DO NOT EDIT** the original documents or their scanned/photo versions. Screenshots are not accepted.
- Document images must be clear, in color, show all 4 corners, and must not be modified.
- Files must be no larger than **10 MB**, and in one of the following format * **.png**, * **.jpg**, * **.jpeg**, or * **.pdf**.
- The address on the Business License in Vietnam should be used as the official address. Ensure that the address on your bank statement and utility bill matches the address on your Business License.

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2. Registration Process

2.1 Account Registration

After preparing all the required documents listed in [section 1](#) of this guide, follow these steps to create an account:

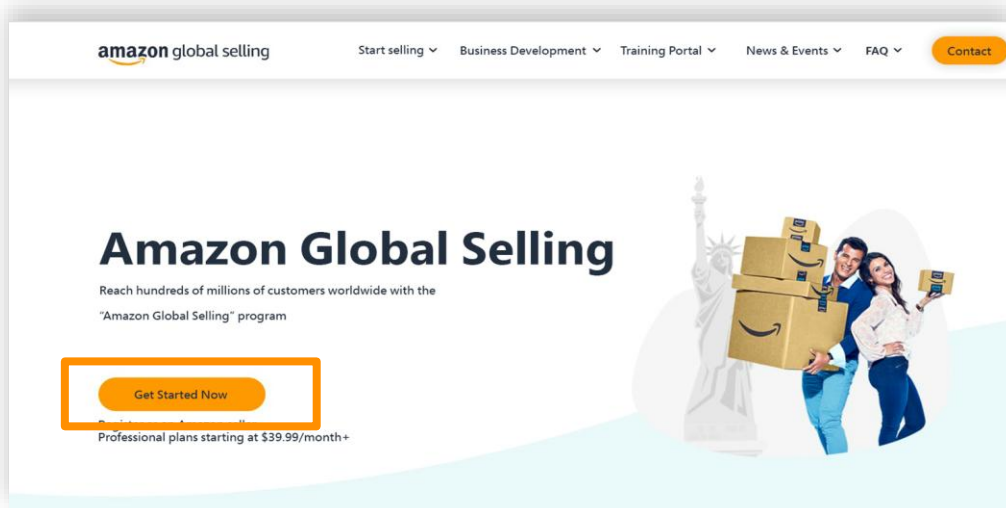


Important:

Ensure all information is accurate and complete. Edits cannot be made until registration is complete.

Step 1:

Contact your assigned Account Manager from Amazon Global Selling Vietnam for registration support or visit sell.amazon.vn to begin the registration process.



Step 2:

Fill in your registration information according to the following instructions:

- “Your name”: Enter your name.
- “E-mail”: Enter the email address you want to use for your Amazon account.
- “Password”: Enter the password you want to use to log in (at least 6 characters).
- “Password again”: Re-enter the password to confirm.
- Once all fields are completed, click the “Next” button to proceed.

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Step 3: Enter the OTP code to confirm

Amazon will send a notification to your registered email address. Check your inbox to get the OTP and enter it in the “Enter OTP” field on Seller Central to confirm.

amazon Verify your new Amazon account

To verify your email address, please use the following One Time Password (OTP):

408013

Do not share this OTP with anyone. Amazon takes your account security very seriously. Amazon Customer Service will never ask you to disclose or verify your Amazon password, OTP, credit card, or banking account number. If you receive a suspicious email with a link to update your account information, do not click on the link—instead, report the email to Amazon for investigation.

Thank you for shopping with us! We hope to see you again soon.

amazon seller central

Verify email address

To verify your email, we've sent a One Time Password (OTP) to abc@yahoo.com ([Change](#))

Enter OTP

[Create your Amazon account](#)

By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

[Resend OTP](#)

Step 4: Select your language

On the registration screen, you can choose Vietnamese, English, or Chinese as your display language.

Welcome! Here's what to expect

- English**
- 中文
- 日本語
- Türkçe
- Português
- हिंदी
- தமிழ்
- Tiếng Việt**
- العربية
- Español
- Français
- Nederlands
- Svenska
- Polski
- Italiano
- Deutsch
- English ^

- 1 Provide your Information and Documents**
We need to collect relevant personal and business information to comply with identification and verification measures. We may require additional information or documents later.
- 2 We'll verify your submission**
You may be asked to meet with an Amazon Associate to verify your submission. This helps keep Amazon a trusted shopping destination.
- 3 Get verified and start selling!**
After we receive all of the required information, it will be verified as soon as possible.

[Begin](#)

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2.2 Seller Identity Verification

After completing account registration, you will proceed to Seller Identity Verification, which includes the following 3 steps:

2.2.1 Provide information

- [Business information](#)
- [Seller information](#)
- [Payment information](#)
- [Store information](#)

2.2.2 Submit documents

- [Identity document](#)
- [Additional document](#)

2.2.3 Track status

- [Additional documents requested](#)
- [Your application rejected](#)
- [Your application approved](#)



2.2.1 Provide information

amazon seller central Settings

1 — 2 — 3 — 4 — 5
Business information Seller information Billing Store Verification

Business information

Business name, used to register with your state or federal government

Company Registration Number ⓘ

Registered business address ⓘ

Vietnam ▼ ZIP / Postal code

Address Line 1 Address Line 2

City / Town State / Region

Phone number for verification

+ Add a new mobile number

FAQ

What is the correct format of the phone number? ^
The numbers must be prefixed with the country code. Following is the correct {

What should I do if I do not have a mobile number to receive SMS? ^
You can enter your landline phone number and select the Call option to receive the phone verification PIN.

What if I have not received the SMS with the PIN? ^
Check if you have entered your phone number in the correct format. Request for the PIN once again.

What should I do if my country is not listed for the 'Call' option? ^
If the 'Call' option is not available in your country, select the SMS option.

Business information

Seller information

Payment information

Store information

• Business information

Step 1: In **Business Location**, select “**Vietnam**”

Step 2: Select your **Business Type**:

- State-owned business
- Publicly-listed business
- Privately-owned business
- Charity
- None, I am an individual

Note:

DO NOT select the option "None, I am an individual" when registering under this form.

Business information

1 Business name, used to register with your state or federal government

2 Company Registration Number ?

A business license is a permit issued by a government agency to allow an individual or a company to conduct business. Mention the identifying number found on your business license - Mainland China: the uniform social credit code or registration number, China Taiwan: the company unified number, Hong Kong, China: registration number

City / Town State / Region

Phone number for verification

+ Add a new mobile number

Business information

Seller information

Payment information

Store information

When registering as an Organization/Enterprise

Step 1

- ❑ Enter the Business Name exactly as shown on your Business License, **in Vietnamese without accents**, in the Business Name/Legal Name field.

Business name used to register with your state or federal government

Business name as it appears on business registration document

Save and continue

- ❑ **Note:** It is recommended to use the phone number of the business owner (or the legal representative of the business)

Step 2

- ❑ Click on the 3 policies, agreements, and notices at the bottom of the page. After reviewing, select *“Agree and continue.”*

Business information

Seller information

Payment information

Store information

After declaring the business type and company name, you will be redirected to the next page to enter more detailed information:

- ☐ Enter the Business Address **as it appears on your bank statement and utility bill.**
 - Enter your address information and business registration number.
 - Make sure the address provided is **accurate** to receive an OTP postcard from Amazon (if applicable).
- ☐ Get PIN:
 - Select Get PIN via “SMS” and enter your phone number to receive a PIN from Amazon.
 - After receiving the message, enter the 6-digit PIN and click “Verify”. **If you fail to verify 3 times in a row, you will need to wait 1 hour before you can try again.**

**Note:**

Enter the business address as shown on your bank statement, using unaccented Vietnamese.

The screenshot shows the 'Business information' registration page. It includes fields for Business name, Company Registration Number (with an example 123456789), Registered business address (Country: Vietnam, Address Line 1, Address Line 2, City / Town, State / Region, ZIP / Postal code), and Phone number for verification (with a radio button for SMS and a link to 'Add a new mobile number').

Annotations in Vietnamese provide additional guidance:

- For the ZIP code field: "Điền mã bưu chính (ZIP code) của tỉnh thành tương ứng dạng 5 số. Ví dụ: Hà Nội 10000 TP. Hồ Chí Minh 70000"
- For the address field: "Điền địa chỉ kinh doanh chính xác như trong Sao kê ngân hàng tới từng chữ, dạng tiếng Việt không dấu. Đảm bảo địa chỉ đã cung cấp là chính xác để nhận bưu thiếp từ Amazon nếu áp dụng."
- For the phone number field: "country code. Following is the correct format +1 1298279287"
- For the SMS option: "What should I do if I do not have a mobile number to receive SMS? You can enter your landline phone number and select the Call option to receive the phone verification PIN."
- For the PIN verification: "What if I have not received the SMS with the PIN? Check if you have entered your phone number in the correct format. Request for the PIN once again."

Business information

Seller information

Payment information

Store information

Seller information

The system will ask you to enter the personal information of the primary contact person (preferably the business owner or the legal representative), as shown below. After completing all required fields, click “Next” to proceed to the Payment Information page.

- ☐ **Residential Address** refers to the contact address of the business owner in Vietnam. It is recommended to use a registered temporary residence address.
- ☐ You may also provide the personal address of the primary contact person as it appears on the Bank Statement/Invoice/Business License by selecting “Add a new address.”

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Business information

Seller information

Payment information

Store information

• Payment information

- ☐ Please enter the full details of your charge method .
- ☐ **Only cards with international payment functionality are accepted. Accepted credit or debit cards include Visa, Mastercard, and AMEX.**
- ☐ Enter the billing address as registered with your bank. If the billing address does not match the one registered with your bank, your account registration may fail.
- ☐ **Note:**
 - ☐ We recommend using a card issued by a Vietnam-based bank and making sure the cardholder's name matches that of the Bank Statement you'll upload later.
 - ☐ Do not change your card information after completing registration and throughout the use of your account on Seller Central.

✓ Business information — ✓ Seller information — 3 Billing — 4 Store — 5 Verification

Payment information

Credit or debit card details

Monthly Subscription Fee

You will be charged a Professional selling subscription fee of 39.99 USD for the first month. You will continue to be charged this fee each month if you have active listings. If you do not have active listings, you will not be charged a subscription fee in that month. If you expand to sell in other stores, you will pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see [this page](#).

Card number

Expires on

1

▼

2025

▼

Card holder's name

Billing address

[View all saved addresses](#)

[+ Add a new address](#)

[← Back to Table of Contents](#)

Business information

Seller information

Payment information

Store information

• Store information

- ☐ **Store name:** The name that will appear on your Amazon storefront. You can change it at any time.
- ☐ **Answer the following questions about your product(s):**
 - Do all of your products have a Universal Product Code (UPC)?
 - Are you the manufacturer or brand owner of the product?

Learn more about UPC [here](#).

Business information Seller information Billing Store Verification

Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

Store name Not available

Do you have Universal Product Codes (UPCs) for all your products?

☒ Yes ☐ No

Do you own a brand? Or do you serve as an agent or representative or manufacturer of a brand for any of the products you want to sell on Amazon?

☒ Yes ☐ No ☐ Some of them

Does your brand have an active registered trademark?

☒ Yes ☐ No ☐ Some of them

FAQ

What is a 'Store name'? ^
A Store name is the name displayed to buyers for your Amazon listings on your Seller Profile.

Can I update the 'Store name' later? ^
Yes, you can provide a new display name by accessing the Settings tab of your seller account.

What is 'UPC'? ^
In most cases, Amazon requires sellers to have industry-standard product identifiers such as Universal Product Codes (UPC or ISBN in case of books). These identifiers help us match listings to the existing products in Amazon's catalog.

Why should I provide my trademark information? ^
The Amazon Brand Registry helps you protect your registered trademarks on Amazon and create an accurate and trusted experience for customers. Currently, brands must have a registered trademark to be eligible for enrollment.

Why is my listing enabled in multiple marketplaces? ^
EU support unified registration and as a part of it we register seller in all the marketplaces in Europe. Marketplaces in EU8 are UK, DE, IT, ES, FR, NL, SE, PL

*UPC (Universal product code): is a type of code printed on retail product packaging that helps identify a specific item.

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2.2.2 Submit documents

You are required to submit relevant documents to verify your identity, including:

- ❑ **Identity document:** You need to submit the following documents:
 - Passport (Passport of legal representative)
- ❑ **Additional document:** You need to submit one of the following two documents:
 - Bank statement, or
 - Charge method statement (Card statement)
 (The bank owner must be legal entity, who register seller account)

amazon seller central Settings

✓ Business information — ✓ Seller information — ✓ Billing — ✓ Store — **5 Verification**

Identity and Address Verification

Business information

Business name	
Company Registration Number	
Business address	

Primary contact person information

Name	
Date of birth	
Country of birth	
Country of citizenship	
Identity data	
Residential address	
National ID document	<div>Upload front side</div> <div>Upload back side</div>
Proof of Address	<div>Bank account statement ▼</div> <div>Upload Document</div>

FAQ

Why is verification needed? ^
In order to keep our marketplace protected for buyers and sellers, we verify the information of business and the individuals.

How will I know that I have been verified? ^
We will email you about the progress once verification is complete.

What can I do while being verified? ^
While you wait for the verification, have a look at the success stories in selling globally with Amazon. [Click here.](#)

- **Requirements for Identity Document**



Upload a single passport image that meets the following requirements:

- ☐ Passport must **be signed** by the passport holder
- ☐ The passport must **be valid**
- ☐ The name, passport number, date of birth, and expiration date must **match the information you provided during registration**
- ☐ A color photo or scan of the information page and signature page must be provided, showing all 4 corners clearly



Sample documents are for illustration purposes only

• Requirements for Additional Document

For address verification, you can submit a bank statement or a credit/debit card statement. Uploaded documents must meet the following criteria:

- ☐ For **Business** accounts, the name on the statement must **match** the **business name or primary contact person (preferably the Business Owner or Legal Representative, as stated on the Business License)**
- ☐ Statements must be issued within **the last 180 days** and must clearly show name and address of the bank account holder, **name and address** of the bank, seal and **logo**

The image shows the Amazon Seller Central 'Identity and Address Verification' page. The page has a progress bar at the top with five steps: Business information, Seller information, Billing, Store, and Verification (the current step). The 'Business information' section includes fields for Business name, Company Registration Number, and Business address. The 'Primary contact person information' section includes fields for Name, Date of birth, Country of birth, Country of citizenship, Identity data, and Residential address. To the right, there is an FAQ section with questions about why verification is needed, how progress is communicated, and what to do while waiting for verification.

Overlaid on the bottom right is a sample Vietcombank credit card statement. The header includes the Vietcombank logo and the bank's name in Vietnamese: NGÂN HÀNG TMCP NGOẠI THƯƠNG VIỆT NAM. It provides the bank's address, contact center, website, and phone/fax numbers. The statement is for a 'SAO KẾ TÀI KHOẢN THẺ TÍN DỤNG VIETCOMBANK MASTERCARD'. It contains fields for the account number, credit limit, statement date, and cardholder's name. Below this, it shows the current balance, minimum payment due, and proposed payment date. At the bottom, there is a table for transaction history with columns for transaction date, posting date, original amount, debit, credit, and transaction descriptions. The card number is also displayed at the very bottom.

Sample documents are for illustration purposes only

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Once all the required information has been submitted, a message will appear saying: “Thank you for sharing your information.” Amazon will review your submission and contact you if additional clarification or documents are needed **within 2 business days**.

Identity and Address Verification

Business information

Business name		
Company Registration Number		
Business address		

Primary contact person information

Name	
Date of birth	
Country of birth	
Country of citizenship	
Identity data	
Residential address	

2.2.3 Track status

You can check notifications on Seller Central to view the status of your document and whether it has been approved by Amazon.

Case 1: Additional Documents Requested

If your registration profile is incomplete, you will see the message: “Provided information needs correction” when logging into Seller Central, as shown below.



Correction of provided information required

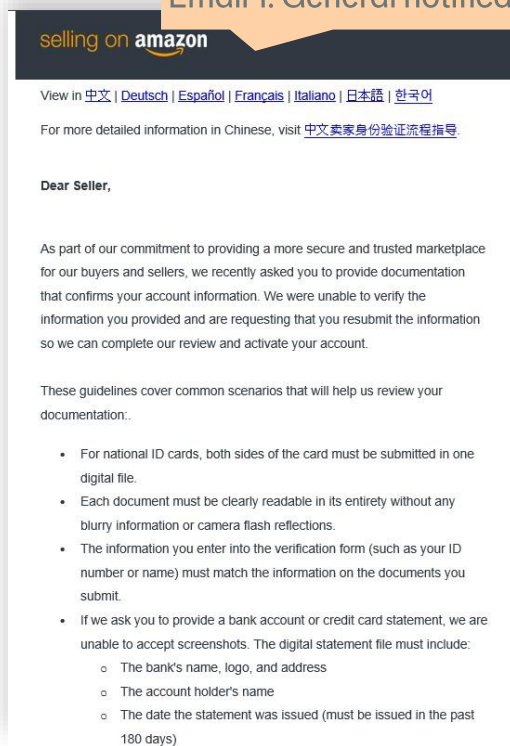
The information you entered does not match the submitted documents.
Please update the information and resubmit.



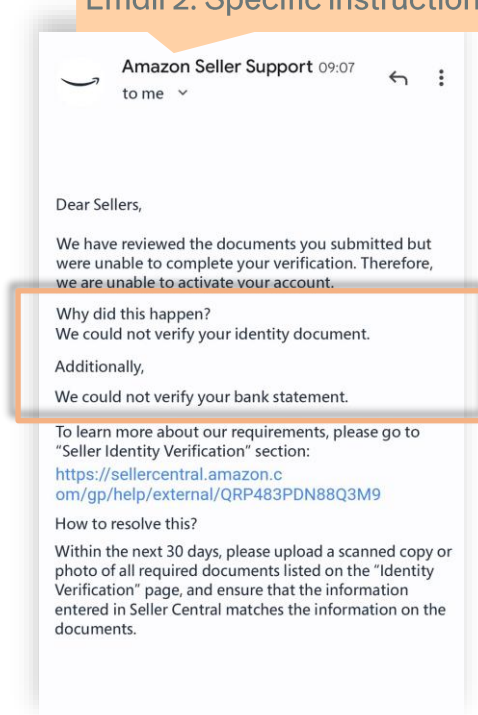
Note:

Amazon will also send you 2 emails: one with a general notification and the other with specific instructions. Please read both emails carefully to understand the required documents and prepare them accordingly.

Email 1: General notification



Email 2: Specific instructions



How to Respond to a Request to Update Your Registration Information

Step 1: Prepare the updated documents as instructed in the email from trms-siv-sesunoir@amazon.com.

Step 2: Log in to Seller Central, click “*Edit*” to update the information.

Expiration Date

27 March 2027

Please ensure that you have valid Household Registration documents available to provide upon request.

Passport

.jpg

Change

Invalid document

Step 3: After making the necessary changes, click “*Next*” to re-upload the updated documents.

Proof of Address

Bank Statement

Invalid document

.jpg

Change

Next

- ❑ If you do not receive the instruction email, log in to Seller Central and click “*Get Support*” in the bottom-left corner of the page to contact Amazon Support for further assistance.

Support | Program Policies | Vietnamese

Selling Partner Support (SPS) Contact Form

- ☐ Please describe your issue: **Enter your message in English**
- ☐ Your number: Enter your phone number if you would like to receive a consultation call
- ☐ Amazon Selling Partner Support will respond within 24 hours

Contact us

Select a language from the drop-down list

English

Short description

General account issues

Please describe your issue

Contact method

Email

Your email

Add CC

Required

Your number (optional, if you would like a callback)

(xxx) xxx-xxxx

Ext.

Hoa Kỳ

+ Add attachments

Send

Case 2: Your Application Rejected

If your verification profile does not meet Amazon's requirements, you will see the message: "Unable to verify account information" on Seller Central, as shown below:




Your request has been denied

We were unable to verify the documents you submitted. As a result, you may not be able to sell on Amazon. We are unable to provide further information on this issue, and we may not respond to additional emails regarding this decision.

To resolve this, you may re-register using a new email address. When re-registering, ensure that all information provided meets Amazon's identity verification requirements. If you need help, click "Get Support" in the lower-left corner of the page to contact Amazon Support.

Case 3: Your Application Approved

Congratulations! If your application is approved, you will see a confirmation message as shown below. You should now be able to access your Seller Central account.

 Get your market ready



SCAN QR NOW!

Join the Seller community and access learning resources by following our **Zalo Official Account**.

Scan the QR code to join the Amazon Vietnam Sellers Club on Zalo. Note: The primary language used on Zalo is Vietnamese.



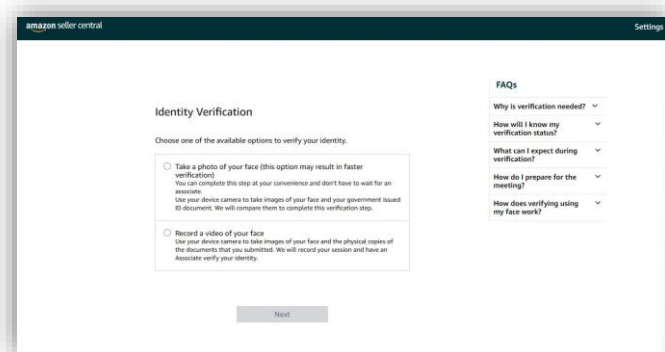
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2.2 Identity Verification Interview

After successfully uploading your documents, you may be required to complete face verification. This step must be completed by the individual named on the submitted identity document. Select **one of the available methods** on the screen to proceed:

Take a photo of your face

Use your device's camera to take a photo of your face along with your identity document. Amazon will compare the image with your document to complete this verification step.

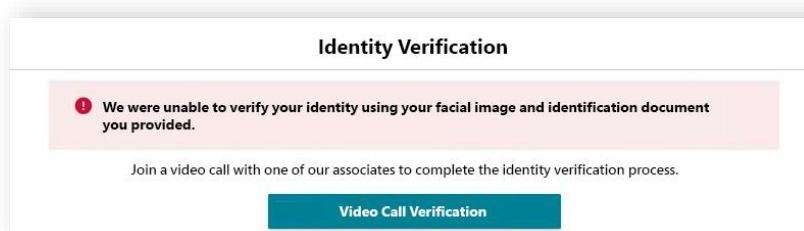


Record a video of your face

Use your device's camera to record a video showing your face and the physical copy of the document you previously submitted. This session will be recorded and reviewed by an Amazon verification specialist.

• How does it work

- Step 1:** Take a photo or record a video showing both your face and the document you uploaded earlier.
- Step 2:** Amazon will review the information and contact you within 72 hours via email if further clarification is needed.
- Step 3:** If Amazon is unable to verify your identity using the images you submitted, please log in to [Seller Central](#) and complete the Video Call Interview as soon as possible.



Face Verification Tips:

- Avoid backlighting from windows or other light sources.
- If the image appears blurry, slowly move your face or document toward the camera until it becomes clear.
- Make sure the image is sharp and clear, and that the document is fully visible within all 4 corners of the frame.

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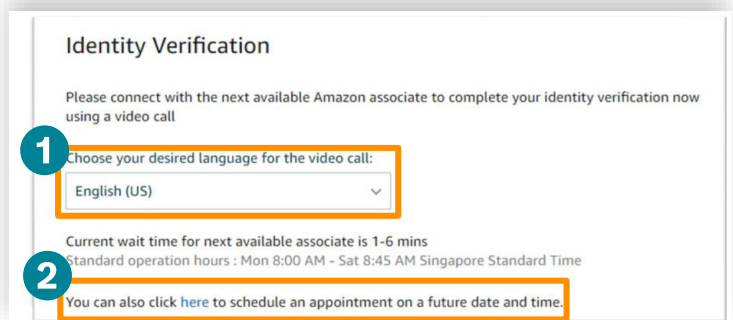
• For identity verification via video call

Step 1:

- ❑ Select the language you are most comfortable with for the video call. You may **choose Vietnamese** to speak with **a local specialist based in Vietnam's time zone**.

Step 2:

- ❑ Join the video call **immediately**, based on the estimated wait time shown on the screen, or **schedule an appointment** at a convenient time by clicking the provided link. Appointments may be scheduled within 2–7 business days.



Identity Verification

Please connect with the next available Amazon associate to complete your identity verification now using a video call

1 Choose your desired language for the video call:
English (US)

2 Current wait time for next available associate is 1-6 mins
Standard operation hours : Mon 8:00 AM - Sat 8:45 AM Singapore Standard Time
You can also click [here](#) to schedule an appointment on a future date and time.

Your video call may be recorded to ensure accuracy and for auditing purposes. The recording will not be shared with anyone or any third parties.

• Before the Interview

Prepare the original versions of the documents you uploaded during registration (e.g., passport or bank statement, etc.) for identity verification.

A printed copy is not required if your bank statement has been submitted online. Instead, you can save the statement on your computer or mobile device so it's ready to show to Amazon when requested.

• During the Interview

When it's time for your scheduled interview, log in to Seller Central and click “Join call” to start.



Interview Tips:

- Choose a **quiet** location with a **stable Internet connection** for the video call.
- **It's recommended to join a few minutes early** to prepare and avoid any unexpected technical issues.
- You can join the video call using a computer or mobile device, but **using a laptop is recommended** for better quality.
- The device used for the video call must have a front-facing camera and microphone.
- To have the best video call experience, use a browser like **Safari** or **Google Chrome** to join the call.

• After the Interview

Amazon will review your documents and may contact you within 2 business days if additional clarification is needed.

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2.3 Address Verification via Postcard OTP

** This step is not mandatory for all sellers.*

If you're required to complete this verification step, Amazon will send a postcard containing an OTP code to your business address you provided during registration. Once the postcard arrives, enter the OTP in Seller Central when prompted.

1. You can track the status and estimated delivery date of the postcard under the “Address Verification” tab. **Keep your phone handy** to receive delivery notifications.
2. **Enter the OTP code as soon as you receive the postcard.** The OTP code is **valid for only 10 days**.



Note:

You have 3 attempts to enter the OTP code. If you enter it incorrectly 3 times, you will no longer be able to proceed with your account registration. If you need help, click the [“Get Support”](#) button to contact Selling Partner Support.

Address Verification

A postcard containing a code will be mailed to the below address:

Estimated Delivery: 13 May 2023

1

●

○

○

○

Preparing

Dispatched

In Transit

Delivered

2

Enter the Verification code below once you receive the postcard

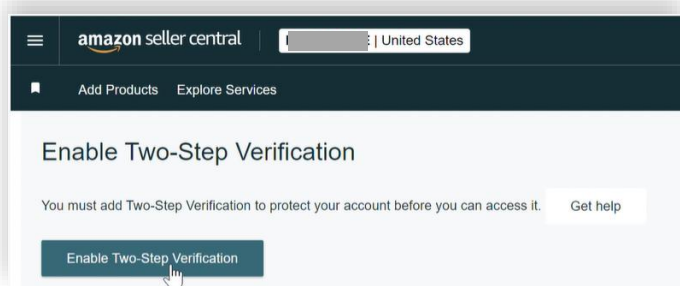
Submit

Attempt(s) left: 3

3. Account Setup Completion

After completing your seller identity verification, tax interview, or address verification, you must finalize your account setup in Seller Central by completing the following 4 steps:

- Seller Central login and Two-Step Verification setup
- Seller Performance Review (SPR)
- Tax Information Interview
- Deposit method Setup



Seller Central login and Two-Step Verification setup

<p>Action needed ...</p> <p> Check your emergency contact number</p> <p>In the instance a critical event occurs that affects your ability to sell, we may try to contact you. Help us reach you by ensuring your emergency phone number is accurate.</p> <p>Update now</p>	<p>Alert ...</p> <p> Your account has been deactivated</p> <p>Please click "Reactivate Your Account" below to resume selling</p> <p>Reactivate Your Account</p>	<p>Alert ...</p> <p> You need to provide tax information</p> <p>Tax identity information is required to open your Selling on Amazon account.</p> <p>Submit Tax Identity Information</p>	<p>Deposit Method ...</p> <p> Your deposit method is missing, invalid, or not assianed</p> <p>A valid deposit method that is assigned to the current marketplace is required to use your Selling on Amazon account and receive disbursements.</p> <p>Add or update deposit method</p>
Information Checking	Seller Performance Review (SPR)	Tax Information Interview	Deposit method set up



Note:

Seller Performance Review (SPR) is not a mandatory step for all sellers.

3.1 Seller Central Login and Two-Step Verification Setup

Two-Step Verification (2SV) adds an extra layer of security to your account login process.

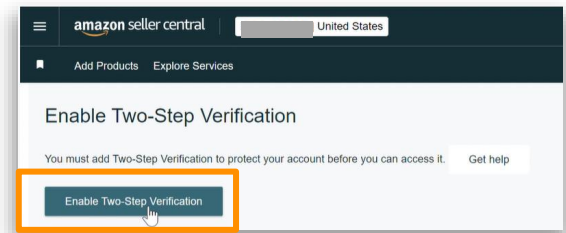
Step 1: Set up your phone number to receive OTP via SMS

Step 2: Configure a backup method using an Authenticator App

Step 3: Download an Authenticator App to your mobile device

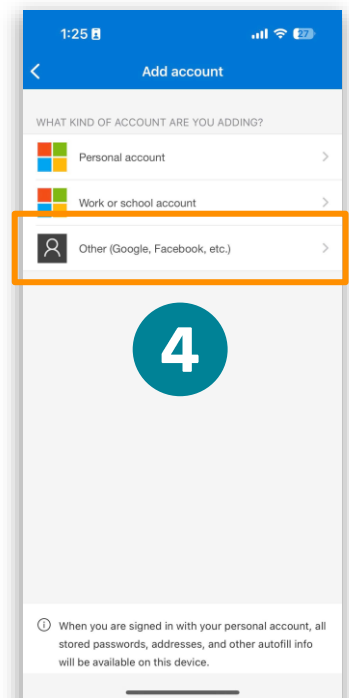
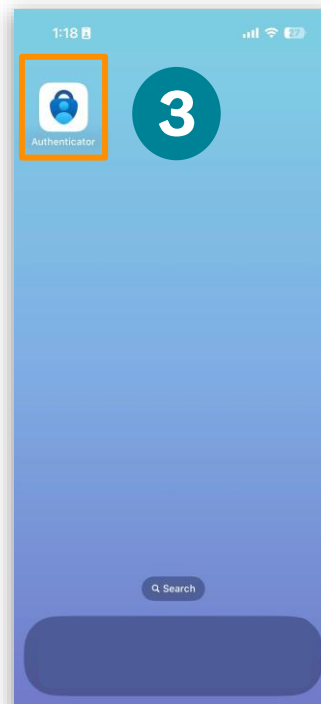
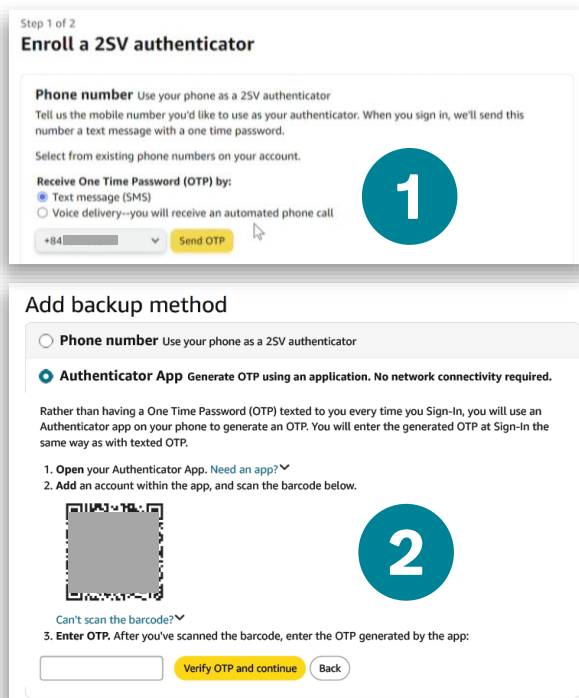
Step 4: Open the app, add an account, and scan the QR code displayed in Step 2

Step 5: Return to the 2SV settings page and change your Preferred Method to Authenticator App



Important

It is highly recommended to use an Authenticator App for 2SV to avoid interruptions in receiving OTP codes via SMS.



- ❑ If you do not receive the OTP via SMS, please try again after 24 hours or use the OTP generated by your Authenticator App. If you have not set up the Authenticator App previously, download the app from Amazon.com (Log in to [Amazon.com](https://www.amazon.com) with your email and Seller Central account password > Set up Two-Step Verification with the Authenticator App [here](#) > Log back into Seller Central using the OTP generated by the Authenticator App).
- ❑ If Two-Step Verification continues to fail, you may request Account Recovery by following the instructions [here](#).

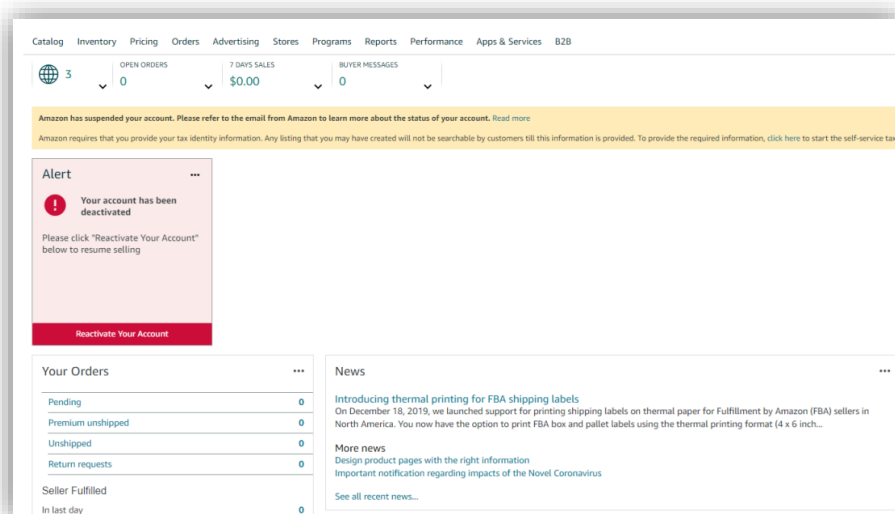
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3.2 Seller Performance Review

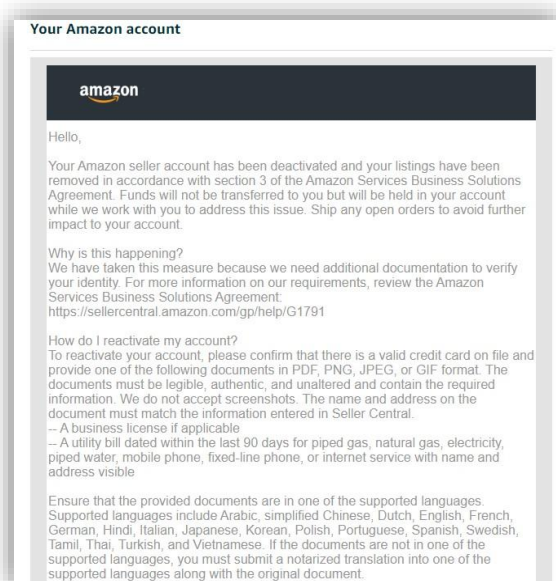
** This step is not mandatory for all sellers.*

After completing Seller Identity Verification, you may be required to submit additional documents upon request from the Seller Performance Review team.

- ❑ If you **do not** see the Seller Central interface **as shown below**, you are not required to complete the Seller Performance Review (SPR) at this time. You may continue setting up your account and listing products.
- ❑ If you do see the interface **as shown below**, you are required to complete the SPR process.



You will receive an email with instructions from Seller Performance Review (see image below).



To submit an appeal, please ensure:

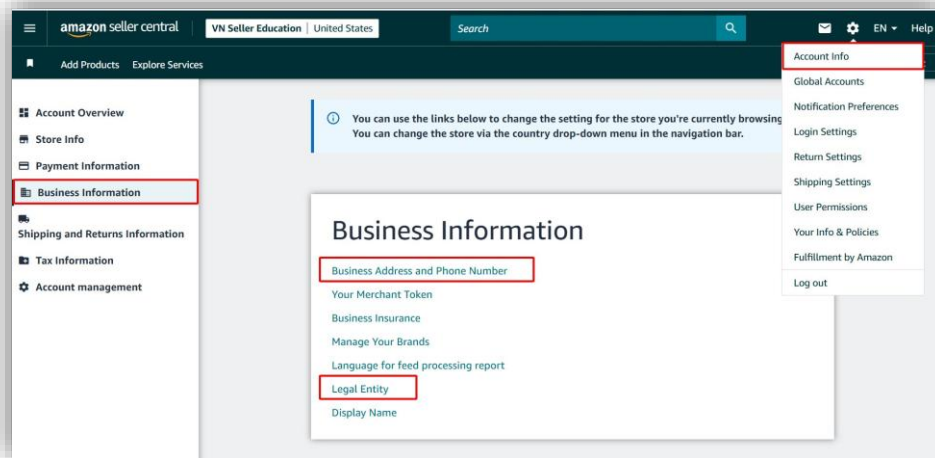
- ☐ A charge method is linked to your Seller Central account.
- ☐ Prepare a Utility bill (electricity, water, or Internet) that includes your name and address exactly matching the Business Address registered on your Amazon account (**must match 100% in non-accented Vietnamese format**) and issued within **the last 90 days**.
- ☐ A business license (required if the account was registered using business information)

How to check your Business Address:

- ☐ Go to “Settings” > “Account Info” > “Business Information” > Click “Business Address” to view your registered name and address.
- ☐ **If the address on your utility bill does not match the Business Address, you can add a new address under the Business Address field**(up to 5 addresses).

Once all required documents are prepared, you can submit your appeal via the following link:

<https://sellercentral.amazon.com/cu/contact-us?>



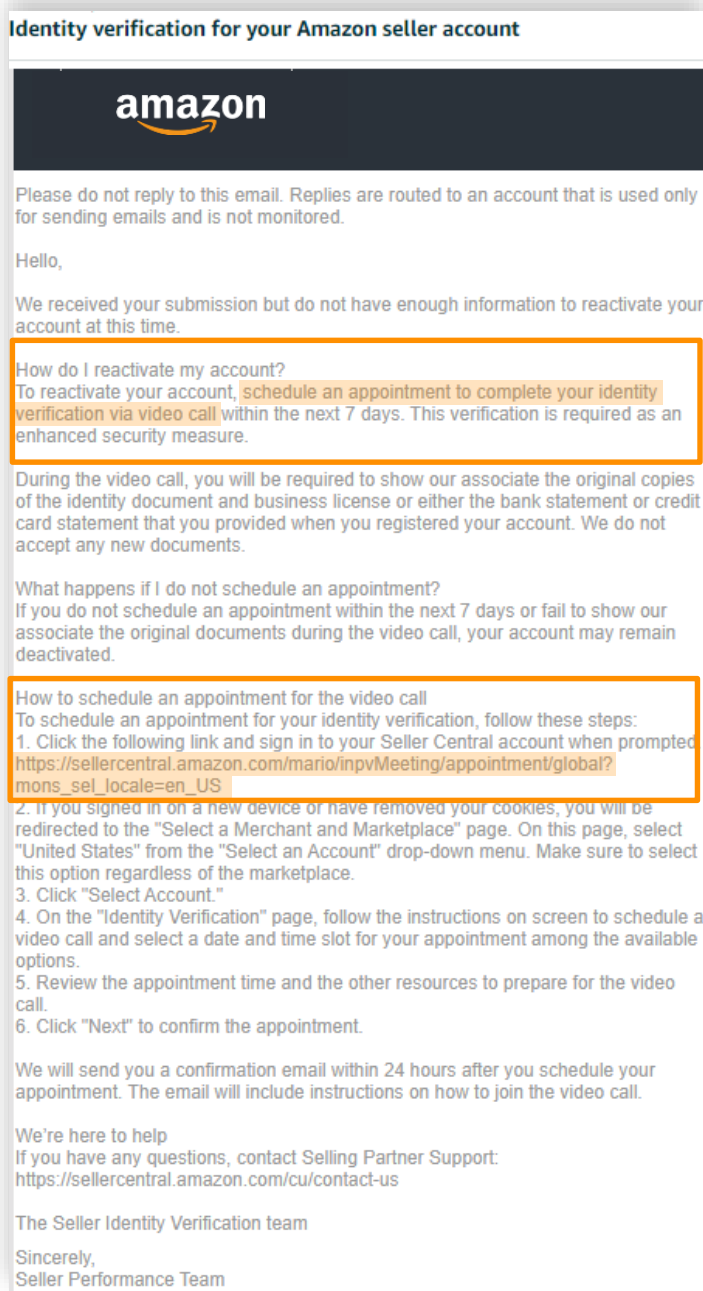
Note:

- The utility bill must be issued by an official service provider.
- If the bill is under the name of a parent/spouse/landlord, you must provide supporting documents, such as a household registration book, birth certificate, marriage certificate, or rental agreement.
- All documents can be submitted in Vietnamese.
- Amazon's maximum review time for appeals is **5 business days**. In most cases, Amazon will respond to your appeal within **2 business days**.
- You should only resubmit your documents if you have not received a response after 5 business days. Submitting multiple appeals within the 5-day review period may be flagged as spam, which could result in a delayed response from Amazon.

Video Call Verification After Account Suspension

In the instruction email, you may be required to complete a video call verification as part of the SPR process (see image below).

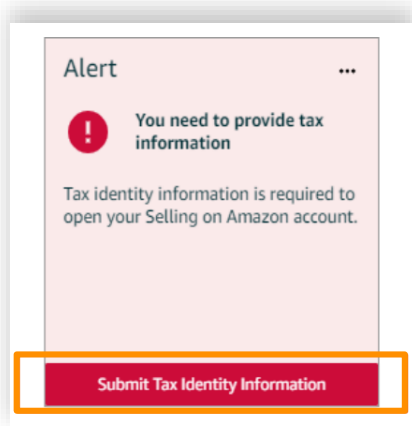
In this case, please click the link in the email to schedule your video interview within 7 days from the date of receipt. **Failure to complete the video call verification as requested by SPR will result in ineligibility to sell on Amazon.**



3.3 Tax Information Interview

After completing your identity verification, you will see a notification from Amazon on your Seller Central homepage requesting you to complete the Tax Information Interview (see image below).

If you do not complete this step, customers will not be able to view your listed products.



Below is the required tax-related information you will need to provide:

- What is your tax classification? (Chọn phân loại thuế?): Select the appropriate classification: “*Individual*” or “*Business*”. **Note:** Select “*Individual*” if you are an individual seller, a sole proprietorship, or a single-member limited liability company (LLC) owned by one person.
- For U.S tax purposes, are you a U.S person? (Nhằm phục vụ công tác thuế tại Hoa Kỳ, bạn có phải là công dân Hoa Kỳ?) Select “*No*” if you are not a US citizen.

A screenshot of the "Tax Information Interview" form. The title "Tax Information Interview" is at the top. Below it is the section "About You". The first question is "What is your tax classification?" with two buttons: "Individual" (highlighted with an orange border) and "Business". Below this is a small text note: "‘Individual’ includes Sole Proprietors or Single-Member LLCs where the owner is an individual". The second question is "For U.S. tax purposes, are you a U.S. person?" with two buttons: "Yes" and "No" (highlighted with an orange border).

If you selected “Individual”:

You will be required to enter the following information (see image below)

- ☐ If you are a sole proprietorship or a single-member limited liability company (LLC): Enter the full name of the business owner as shown on the Business Registration Certificate.

The screenshot shows the 'Tax Identity Information' form for an individual seller. It includes fields for 'Full name' (with a red 'Required' error message), 'Country of citizenship' (set to 'Vietnam'), 'Permanent address' (set to 'Vietnam'), and 'Mailing address' (with a checked box for 'Same as permanent address'). There is an 'Edit' button for the address and a 'Continue' button at the bottom.

If you selected “Business”:

You will be required to enter the following information (see image below):

- ☐ Type of beneficial owner
- ☐ Legal name of your organization as stated on your Business License

The screenshot shows the 'Tax Identity Information' form for a business seller. It includes a dropdown for 'Type of beneficial owner' (set to 'Corporation'), fields for 'Name of organization' and 'Country of organization' (set to 'Vietnam'), an optional field for 'Disregarded entity name', and address fields for 'Permanent address' (set to 'Vietnam') and 'Mailing address' (with a checked box for 'Same as permanent address'). There is an 'Edit' button for the address and a 'Sign and Submit' button at the bottom.



Note:

- Make sure to thoroughly review the U.S. tax laws and regulations applicable to selling on Amazon before completing the Tax Information Interview.
- It is highly recommended to consult with an independent tax advisor for guidance.
- Providing your electronic signature may help expedite the processing of your tax information.

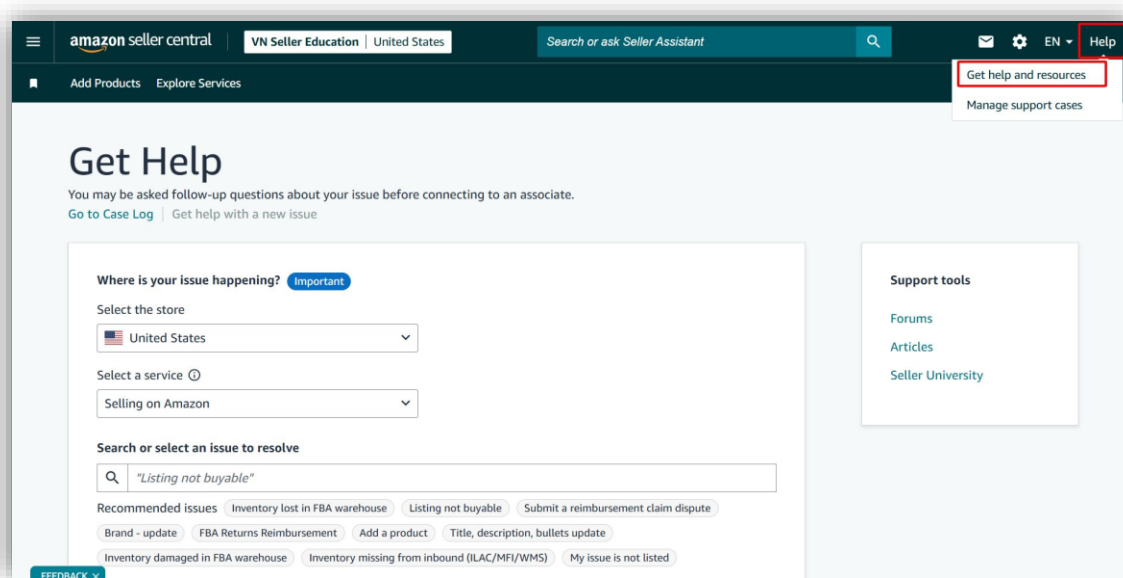
[← Back to Table of Contents](#)

3.4 Set up Deposit Method

First, you must contact Selling Partner Support (SPS) to notify Amazon of your upcoming change in disbursement information.

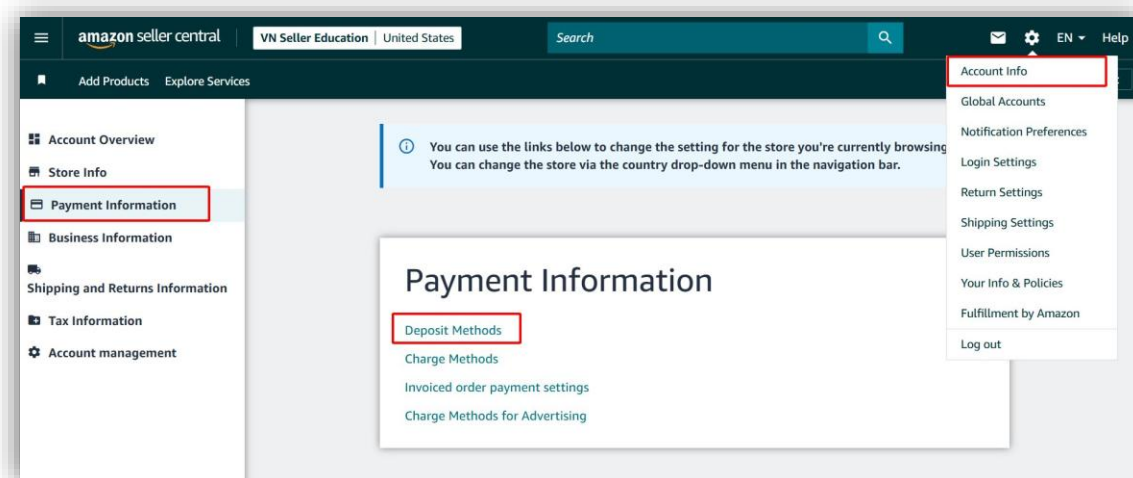
How to notify Amazon:

Go to the Seller Central homepage, click “Help” in the top right corner of the screen > In the "Describe your issue" field, write a message in Vietnamese informing Amazon of your intention to change your bank account > Click “Continue” to submit.



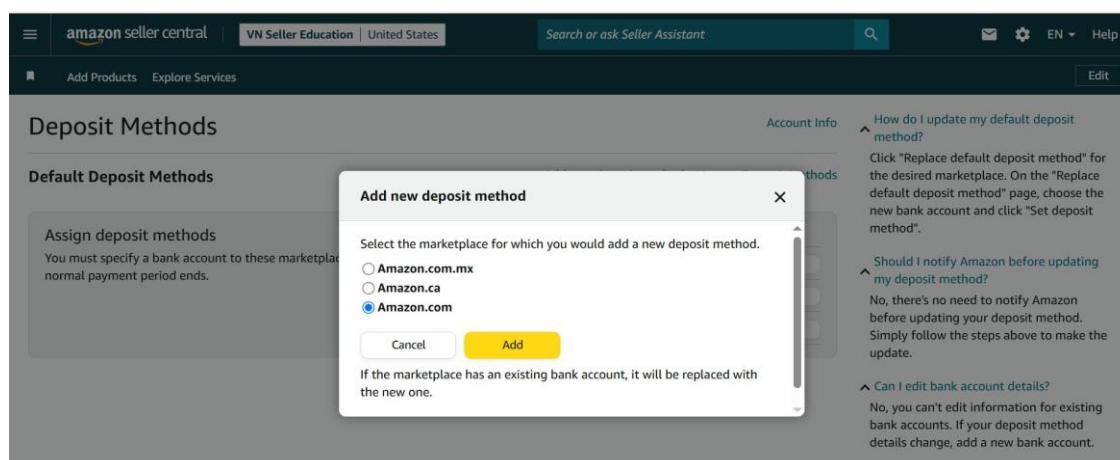
You can then proceed to set up your deposit method by following these steps:

Step 1: Go to “Settings” > “Account Info” > “Deposit Methods”



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Step 2: Click “Add new deposit method” > Select the “Amazon.com” marketplace, then click “Add”.



Step 3: For Bank Location, select “United States” (instead of “Vietnam”), and enter the new U.S. bank account details. **Note:** Each time you add or update your bank account information, your Amazon account balance may be temporarily withheld for up to 3 days. Disbursements will not be processed during this period.

Deposit Methods Account Info

Add a new deposit method

For marketplace

Amazon.com

Bank Account

Add a new deposit method

Bank Location

USA Disbursements may be subject to fees charged by your bank.

The bank account must be either issued by a bank or managed by a Payment Service Provider that is part of the Payment Service Provider Program. ?

Account Holder's Name ?

Name as on bank documents

9-Digit Routing Number ?

9 digits

Bank Account Number ?

Re-type Bank Account Number

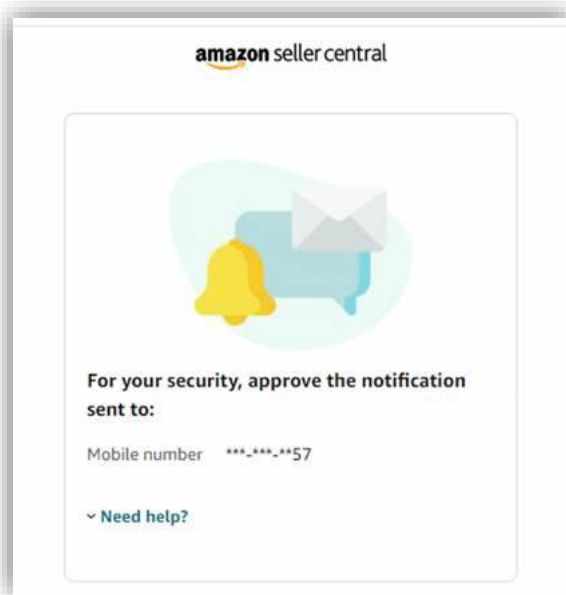
Type of Account

☒ **Default Account**

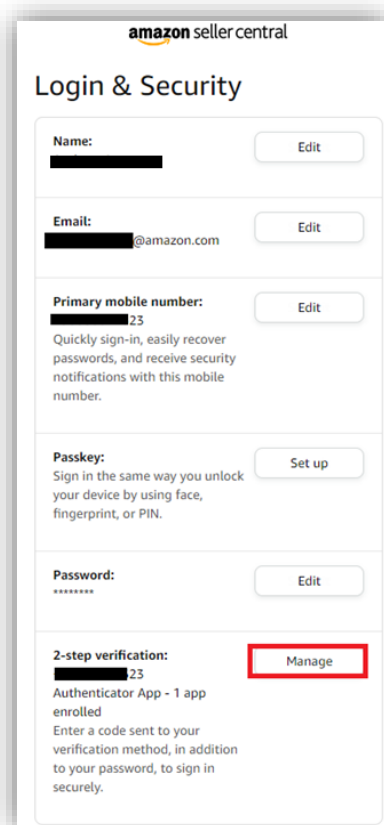
This account will replace your current default deposit method for Amazon.com. Funds earned from Amazon.com will be disbursed to this account.

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You may be required to verify an OTP when setting up your deposit method. If you do not receive the OTP via your phone number, please temporarily remove your phone number to receive the OTP via email and complete the deposit method setup.



Step 1: Go to *Settings > Login Settings > Two-Step Verification*



Step 2:

Click *Disable* and check the box “Also clear my Two-Step Verification Settings” > Click *Disable*

amazon seller central

Two-Step Verification (2SV) Settings

Two-Step Verification Disable

Enabled

Preferred method

Authenticator App Add new app Change

1 app enrolled

Backup methods

23 Phone number - Learn more Change

Sent by text message

Disable

By disabling Two-Step Verification, OTP will no longer be required to Sign-In to your account.

☒ Also clear my Two-Step Verification settings

Cancel Disable

Step 3:

Return to *Login Setting*. Your phone number is no longer used for 2-Step Verification > Select *Edit the Primary mobile number* > Click *Delete* and then *Yes Delete*

amazon seller central

Login & Security

Name: Edit

Email: @amazon.com Edit

Primary mobile number: Edit

23

Quickly sign-in, easily recover passwords, and receive security notifications with this mobile number.

Passkey: Set up

Sign in the same way you unlock your device by using face, fingerprint, or PIN.

Password: Edit

2-step verification: Turn on

Add a layer of security. Require a verification code in addition to your password.

amazon seller central

Change Mobile Phone Number

Old mobile phone number: Delete

23

Mobile number

US +1

By enrolling a mobile phone number, you consent to receive automated security notifications via text message from Amazon. Your mobile phone number will not be shared with third parties or affiliates for marketing or promotional purposes without your permission. Remove your number in Login & Security to cancel. For more information, visit amzn.com/help or call +1 888 280 4331. Message and data rates may apply. Message frequency varies.

Continue Cancel

Delete phone number?

Are you sure you want to delete this phone number? You will no longer be able to Sign-In or receive notifications with this number.

Yes, delete No, keep

Step 4: Go back to the Deposit Methods page and proceed to set up your deposit method. Check your email to retrieve the OTP code.

Step 5: After setting up your deposit method, go to Login Settings and re-enable Two-Step Verification, then set up the Authenticator App (see instructions on page 27).

3.5 Common Errors In Verifying Identity

AVOID the following common mistakes when submitting your documents:

- ☐ Submitting a passport **without a signature** or using an expired passport.
- ☐ Uploading low-quality images that are **blurry, cropped, partially covered, or difficult to read; black-and-white** scans or documents that have been **digitally altered**.
- ☐ Using an **invalid** charge method, or one that is **about to expire or has less than 1 year remaining before expiration**.
- ☐ Providing a charge method with a billing address that **does not match** the billing address registered with your bank.
- ☐ Submitting a bank statement **without the bank's official logo**.
- ☐ Sending **incomplete** documents (e.g., only the first page of a utility bill instead of the entire document).
- ☐ Providing **invalid** utility bills (e.g., bills issued by a property management company or office rental service, postpaid mobile phone bills or TV subscription bills. Amazon only accepts electricity, water, or Internet bills).
- ☐ Submitting expired or outdated documents (e.g., utility bills or bank statements **not** issued within the last **180 days**).
- ☐ Submitting documents where the name or address **does not match** the information registered in Seller Central.
- ☐ Repeatedly submitting incorrect or irrelevant documents (for example: Uploading a passport scan when Amazon has specifically requested a utility bill.)

4. What You Need To Know

4.1 Frequently Asked Questions

Question 1 I don't have a credit card. Can I still register to sell on Amazon?

Yes. You can use a debit card with international payment capability to register your seller account on Amazon.

Question 2 Which countries are currently supported under Amazon Global Selling?

Amazon Global Selling is available in the following marketplaces: United States, Canada, Mexico, United Kingdom, Germany, France, Italy, Spain, Netherlands, Sweden, Poland, Japan, Australia, India, United Arab Emirates, Saudi Arabia, and Singapore.

Question 3 Do I need separate Amazon accounts to sell in different marketplaces?

No. With Unified Global Registration, you can register to sell in multiple marketplaces using a single seller account. Refer to [this article](#) for more details.

Question 4 What if my business license address is different from my actual office address? Which one should I provide?

You should enter the address that appears on your bank statement. Please ensure that this address can receive Amazon's OTP postcard if applicable.

Question 5 I submitted valid and certified documents for Seller Identity Verification, but my application was not approved. What should I do?

First, carefully review the emails sent by Amazon. These messages will explain the reason for rejection and provide instructions on how to resolve the issue.

Question 6 What should I do if I experience a system error and cannot upload documents or proceed to the next step?

Click the "Get Support" button at the bottom of the registration page. Make sure to provide a detailed description of the issue and confirm your email address and phone number so Amazon can follow up.

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Question 7

I encountered errors during registration and verification. Can I create a new account using a different email address?

Yes, you can register a new account with a different email address. However, avoid reapplying multiple times after being rejected. Instead, carefully review your documents and correct any common mistakes before responding to Amazon's notice.

Question 8

How long does the live video verification interview take?

The interview usually lasts about 15 minutes.

Question 9

What if I can't find a suitable time slot for the video interview?

If no convenient time is available when booking your interview, check again 2–3 days later by logging in to Seller Central. Amazon frequently updates the available time slots to better accommodate sellers. Alternatively, you may be offered the option to complete **photo-based verification**, if this method appears on your screen.

4.2 Helpful Resources

You can refer to the following official resources to stay up to date with the latest selling policies and requirements on Amazon:

1. Basic Resources: [Amazon Seller University](#) Website for new sellers.
2. [Amazon Global Selling Vietnam](#) YouTube Channel
3. Advanced Resources: Once your seller account is successfully registered, you can access more in-depth materials via Seller University on [Seller Central](#) for continuous learning and advanced guidance.