

## Target business profile

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The Amplify Scale track is a 6-month commitment for Amazon selling partners enrolled in Amazon Brand Registry and Fulfillment by Amazon with \$250,000 or more in annual sales in the Amazon store.

This track is best suited for selling partners who are experienced selling in Amazon's store and want to learn how to expand their business operations and leverage Amazon tools and executive coaching to scale their business. If you are interested in applying for this track, visit the [Black Business Accelerator Resource Center](#) to submit your application.

## Benefits

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- **A dedicated Customer Success Manager:** access to a business plan and strategic recommendations to help you grow your business with Amazon
- **Business education:** live skill-building education sessions to learn Amazon-specific and ecommerce strategies to expand your business operations
- **Networking and community building:** access to virtual and in-person opportunities to connect with your peers and industry leaders
- **Business coaching:** access to direct support from subject-matter experts (ecommerce, operations, marketing, legal, and finance), and group executive coaching sessions
- **Amazon global expansion support:** access to Amazon global experts to help expand your business

## Eligibility requirements

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\$250K+ in annual sales with Amazon



Certified Black-owned business



Professional selling account



Enrolled in Fulfillment by Amazon (FBA) or Seller Fulfilled Prime



Enrolled in Amazon Brand Registry



Ability to commit 40 hours

(Over the 6-month program)

- Attend program orientation
- 10 education sessions
- Peer mentorship
- One-to-one meetings with an Amazon expert

