

# Amazon AVS Program: How to Evaluate the Investment and Get the Most Out of the Program

By Claire McBride // February 21, 2024 //

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There are some common truths to the current state of 1P selling to Amazon:

1. Vendor managers are not as accessible as they once were
2. Every day brings a new operational hiccup
3. Investment asks are high

If you're dealing with any of these challenges, the Amazon Vendor Services (AVS) program can help.

The program (also known as Strategic Account Services or SAS) provides your brand with a dedicated contact inside Amazon to solve day-to-day issues and support the operational initiatives that vendor managers increasingly don't have time for. It's also a great way to get involved in new/beta programs and get connected to other teams inside Amazon.

The value of the program makes it a win-win investment opportunity to support the retail relationship compared to other investments with little to no ROI, like marketing co-op.

Join Claire McBride from Stratably and brand panelists Caitlin O'Day from Nature's Way, Frank Shotwell from The J.M. Smucker Company, and Bryana Klink from TIKI Brand as they discuss key considerations and best practices on the AVS program.

Key topics will include:

- Most impactful use cases for the program
- Best practices for working with your AVS contact
- How to evaluate and justify the cost of the program
- How to set expectations and find alignment to kick off the program
- Plus, live Q&A

This session is designed for Amazon practitioners inside 1P consumer brands that are evaluating or already participating in the AVS program.

[Replay & Recap Here](#)

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