

# Takeaways from our Live Session on Amazon Vendor Services (AVS) Program

By Claire McBride // March 21, 2024 // Research, Webinars

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The Amazon Vendor Services (AVS) program (also known as Strategic Account Services or SAS) provides your brand with a dedicated contact inside Amazon (called a customer success manager or CSM) to solve day-to-day issues and support a variety of operational initiatives, from getting started with a new supply chain programs to catalog overhauls, and more. It's also a great way to get involved in new/beta programs and get connected to other teams inside Amazon.

But like many Amazon programs, it's expensive, and not without some drawbacks.

Stratably welcomed brand panelists Caitlin O'Day from Nature's Way, Frank Shotwell from The J.M. Smucker Company, and Bryana Klink from TIKI Brand to talk through the benefits, the drawbacks, and how brands can get the most out of their investment into the program.

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