



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

SO YOU GOT A STINKER?

**LEARN HOW TO REMOVE NEGATIVE
REVIEWS AND SELLER FEEDBACK**

AND RESTORE POSITIVITY

TO YOUR AMAZON

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Hi, guys. Welcome back to Sells Like Hot Cakes video series. In this short video, we are going to talk about the Amazon negative feedback removal and I'm going to share with you some tips and hacks on how you can easily prevent the negative feedback and negative reviews from happening. Of course, you cannot stop all the negative reviews, because you cannot please everybody, so don't worry about that.

So before we proceed, check out a preview of what you'll learn:

- ***Get a COMPLETE understanding of the DIFFERENCES between account feedback and product review***
- ***How to PREVENT negative reviews using Feedback Genius***
- ***Learn how to use AUTOMATIC follow-up series to STOP and prevent bad reviews***
- ***I'll show you a TECHNIQUE I use to CATCHING BAD guys and UNHAPPY customers***
- ***Get a live demonstration of how I HANDLE Negative reviews/feedback***

Sooner or later you will get some jerks posting negative reviews, might be even your competitors posting negative reviews, and this is just part of the business so don't over sweat over this. No product is perfect and customers don't expect you to have only five-star reviews anyways. So, with that being said, let's talk about how you can get this fixed.

First of all, you need to understand the difference between account feedback, which is just showing how well you are doing as a seller in general, and product reviews, which are specific to the products you sell. And most of Amazon customers have no clue that those two things are different and they tend to leave bad reviews for the product on your account feedback and that can be easily removed. Moreover, it can help you prevent negative reviews from happening if you catch your customer on the stage of leaving account feedback.

How I do it, I use Seller Labs and their product called Feedback Genius. Feedback Genius allows me to send automatic follow-up series, and we already discussed that before in some other videos, but it also allows you to prevent negative review from happening. So how we catch the angry guys? We can catch them on the stage of the account feedback. So let's check my messages. So you see here, one day after the product was delivered, I ask them to leave my seller feedback for me.

You see, this message says, "I hope you already received the product and had to chance to open it up. And if everything goes smoothly, please, I appreciate if you leave me feedback how well we did." So you see, I'm not asking for reviews at all at this stage; I am asking them for feedback. And in this stage, people will leave either



positive feedback, they can say that the stuff arrived really fast, or they can leave negative feedback, and if they do, we get the email and then we add it to the blacklist.

You see, in account, there is also a blacklist which you can put all people who left you negative feedback and Feedback Genius does this automatically. So in case somebody is unhappy with your products, then you don't really want to ask him for reviews, obviously, so this will save you a lot from getting negative reviews from unhappy customers. I hope this makes sense and it's fully legal and this is just smart trick to minimize the amount of negative reviews. But what to do if you got negative feedback? Let's check it out.

So here is my own feedback page. As you can see, I get 4.9 stars, and since I am doing FBA, Fulfilled By Amazon, then it's not really relevant, honestly. Because all the sales and shipping is done by Amazon, so it doesn't matter how well I perform as a seller because I'm not shipping anything personally to the customers. And, in this case, it's really easy to get negative review removed because, if customer is unhappy with Amazon, Amazon is really fast to remove the reviews as well. And also, if the customer is posting here a product review instead of customer feedback, it's also really easy to remove it.

So you see I get tons of five-star reviews, everybody is happy, and then one jerk is coming and telling that my umbrella is not worth the money and he also couldn't send it back. So this is, obviously, not an issue with me as a seller, so this shouldn't be even here on the first place, and moreover, he's talking about specific product and not my account in general, so this should be completely and easily removed. And what I do, I just go to help section on Amazon, I first copy the order number here, and I go to "Contact Us," then I click here, "Customers and orders," and then I search for order number, and then I simply click "Customer feedback removal request," right here. And here is the result. You see, Amazon is saying that they have reviewed the request and they found that this feedback was in violation of their policy, so they have removed this. Nice one.

Now I have refreshed the page and you see they removed my one star rating and they even added this funny message, "Message from Amazon: This item was fulfilled by Amazon and we take responsibility for this fulfillment experience." You see? So they removed my one star rating and it's completely clean, now I get 100% positive reviews and my negative review is removed. So you see, guys, when you're right, Amazon will be glad to remove negative feedback from your account.

Now, if you want to remove the negative reviews from the product itself, honestly, the best idea is to just leave them alone because I tried many times, I saw other people on Facebook groups trying this many times. It really doesn't matter what you say, if customer is unhappy, then he is unhappy. It doesn't matter if he's fake or he's your competitor who is trying to put you down with fake one star reviews; Amazon almost never removes one star reviews, so don't worry and don't waste your time on trying to remove unfair one star reviews for your product.

I got really ridiculous one star reviews for my product. For example, it's made from stainless steel and the customer is saying it got rusty after a week of use. Such a



completely ridiculous feedback and reviews, and still, Amazon never removed it. So just take it easy and move on and try to please other customers and remember that you cannot please everybody. Provide great customer service, do your best to help most of people, and they will appreciate.

And nobody cares if you have one bad review here and there because most people who buy on Amazon, never expect you to have all these five stars and they don't really care as much about five-star reviews because some customers think that, if everybody is happy, then it must be some fake reviews anyways, so they even like to read negative reviews. I hope this makes sense and you found this video helpful and I'll see you in the next ones. And don't forget to comment and share your experience with removing negative reviews! Bye for now.