

Amazon B2B Pricing Playbook

How to Win High-Intent Buyers Without Slashing Margins

Target serious buyers, increase margins, and build repeat revenue with one simple pricing shift.

THE BIG IDEA

Amazon sellers are sleeping on one of the most underused strategies that can **boost conversions without touching your PPC budget – Business Pricing.**

⚠️ **Business Pricing ≠ Bulk Discounts**



Who Are Amazon Business Buyers?

Over 5 million Amazon Business Prime buyers: small biz owners, coaches, consultants, contractors, and service providers.

Real people spending real money, often repeatedly.



Business Pricing Philosophy

It's not: "buy 100, save 5%."

It's: "If you've got a business, you get a better deal."

Like flashing a "You Belong Here" sign—intentional targeting that works.



Real Results, Real Sellers

This isn't theory. It's a proven strategy real sellers use right now to acquire high-value business buyers and drive repeat purchases on autopilot.

What You'll Learn

This section outlines the key topics covered, designed to give you a comprehensive understanding of Amazon Business Pricing and its strategic value.



1

What Amazon Business Pricing is — and what it's **NOT**

2

How to activate and set it up for maximum impact

3

Why it's a strategic, fixed-cost acquisition lever (not just a discount)

4

How business buyers think — and how to target them effectively

5

How Business Pricing drives repeat customers & compounds over time

6

How to optimize your listings to highlight Business Buyer perks

What Buyers See

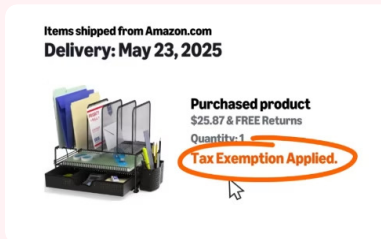
When business buyers shop, they're scanning listings **FAST**.

What stops the scroll:



Business Pricing badge

When you activate Business Pricing on an eligible listing, Amazon shows a **blue “Business Savings” badge** (or similar label like “Business Price”) in search results and on the product detail page.

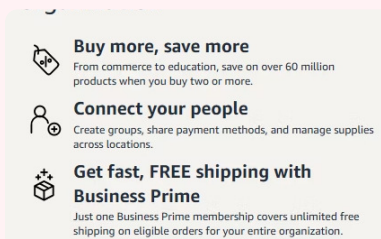


Tax exemption eligibility

When buyers qualify, they see a **“Tax Exemption Applied”** label at checkout:

- ✓ *“No sales tax for my business.”*
- ✓ A major motivator — buyers love saving without effort.

This sticker is proof you support their bottom line—an instant trust signal.



Prime shipping + business perks

Business Prime buyers expect:

- **Free, fast shipping** (like regular Prime)
- **Exclusive tools:** quantity discounts, invoicing, spend analytics, purchasing controls

i Together, these perks: Increase buy urgency, signal professional-level fulfillment and help build trust in your listing



How to Set Up Business Pricing

1

Enroll in Amazon Business

Go to Seller Central → Enroll under “Amazon Business” to unlock access

2

Navigate to Pricing Dashboard

Access the business pricing controls in your seller dashboard

3

Set custom Business Prices

Use **5-15% discount range** for **single-unit** purchases to catch attention
Avoid bulk-only offers — most B2B buyers start small

4

Add quantity discounts

ONLY if it makes sense for your product

5

Enable tax exemption

Go to Manage Inventory → Select SKUs → Enable ATE (Amazon Tax Exemption)

Why It Works?

Business Pricing is a **strategic acquisition funnel** inside Amazon that helps you lock in a **high-quality customer segment** that many sellers are completely ignoring.

At **PAS**, we **track business purchase behaviors**. What we've seen:

1

Listings with Business Pricing convert more business buyers

2

Those buyers come back more often

3

Higher click-through rates

4

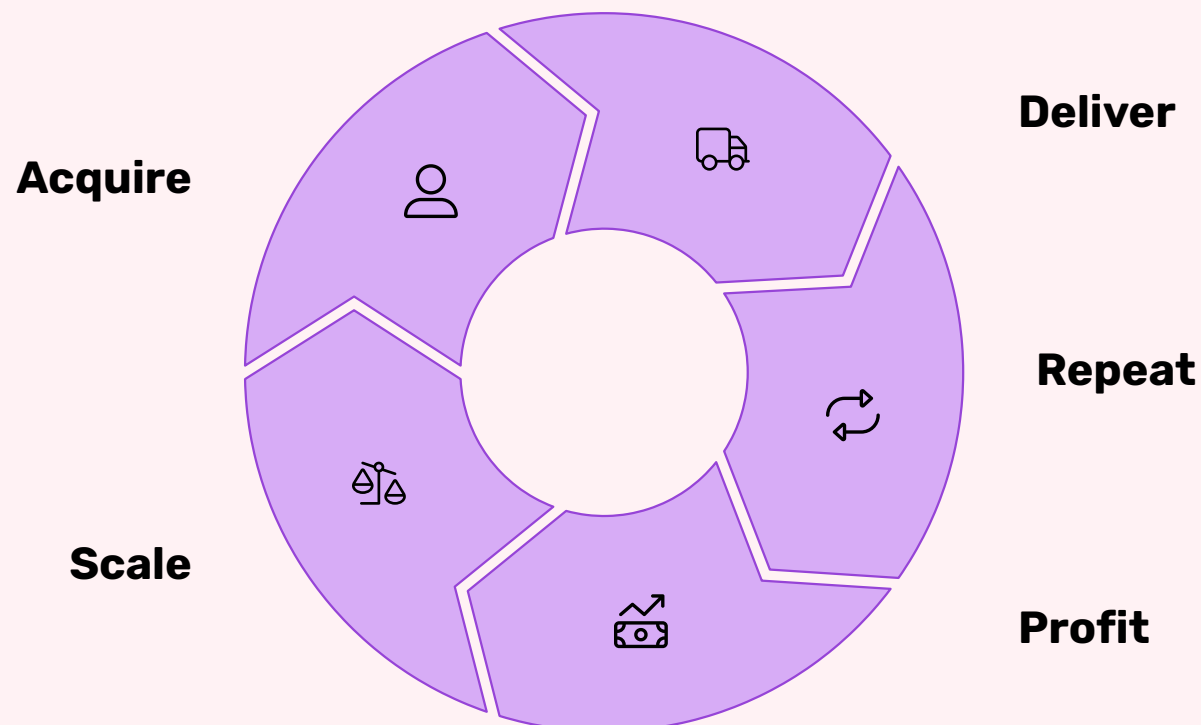
Better retention + LTV (lifetime value)

5

Better ACOS customer acquisition — without increasing PPC spend

We've seen brands who added it to just 5–10 of their listings and saw a measurable bump in conversion rate and repeat order frequency.

This creates a repeatable flywheel:



Pro Tips for Maximizing It *(Stack These)*



Mention it in your listing bullets

*"Exclusive pricing for Business Buyers – Save more with **Amazon Business**."*



Highlight tax exemption in product Q&A

Business buyers want frictionless accounting. This helps.



Combine with Subscribe & Save or bundled offers

Create additional value for business customers



Use custom imagery to highlight "Business Buyer Perks"

Visually communicate the benefits



The lowest price doesn't always win — the right offer to the right buyer does

Action Checklist



Enroll in **Amazon Business** and turn on **Business Pricing**



Set Business Pricing for **top-selling SKUs**

- Focus on products with steady traffic & B2B potential



Avoid bulk-only discounts — focus on **single-unit perks** and set the pricing to be meaningfully different (**5–15% discount range**)



Mention **Business Perks** in bullets/Q&A

Example: “Exclusive pricing for Amazon Business buyers”



Enable **tax exemption** (if eligible)



Monitor conversion & repeat buyers

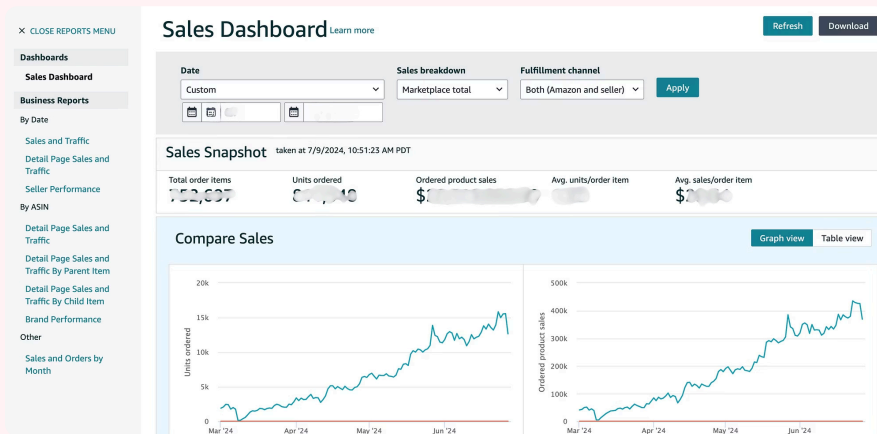


Expand to more SKUs after validating performance

- Prioritize SKUs with high B2B buyer potential



Final Take: How Smart Amazon Sellers Win



Strategic Levers

Find strategic levers that require no ongoing cost.



Target High-Value Buyers

Target buyers that others ignore.



Track and Double Down

Track the impact and double down.

You're not **LOWERING THE PRICE** for everyone. You're offering a **targeted price**, to a **premium buyer**, that's:

1

Tax-exempt

2

Prime shipping enabled

3

More likely to reorder



Just price intentionally for a profitable segment.

Want Us to Do This For You?

PAS helps Amazon brands set this up, track performance, and scale profitably. **Want the shortcut?**


[Book a Strategy Call](#)

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How Did We Do?

We'd love your feedback — rate this resource from 1 to 5 stars based on how actionable and relevant it was for your Amazon strategy.

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