



# National Head Start Association & Amazon Business Partnership 2023



NATIONAL HEAD START ASSOCIATION

Sydney Zeller, Customer Advisor

Leon Bart- Williams: Strategic Customer Advisor

Peenaz Mistry – Customer Success Manager

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January 11, 2023

# Introductions

## amazon business

Peenaz Mistry  
Customer Success  
Manager


- Technical and account configurations Liaison

 Primary Point of Contact throughout program Launch



Sydney Zeller  
Nonprofit Customer  
Advisor

- Primary point of contact for ongoing account relationship

 Primary Point of Contact Long-Term



Leon Bart- Williams  
Nonprofit Strategic  
Customer Advisor

- Supporting Customer Advisor working to expand NHSA benefits



# Today's Agenda

- Introductions
- Amazon Business Overview
- Head Start Partnership Overview
- Live Joining walkthrough
- Live Demo: Best Practices
- Support Resources
- Next Steps
- Q&A

# Amazon Business Overview

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# The Power of Amazon

1

## Choice

**Breadth and depth  
of selection**

Access to hundreds of  
millions of products and  
services

2

## Competition

**Multiple offers from  
Sellers**

Including Amazon Retail

3

## Transparency

**Visibility to Buy-side  
and Sell-side**

Product and seller reviews,  
ratings and pricing

# What our customers told us...



- Saving time and money is critical. Every dollar represents a choice between funding staff, operations, or programs.



- Nonprofit staff often wear multiple hats, including buying for their organization. They welcome new ways to identify savings opportunities and track their spending.



- Nonprofits need to be agile and flexible in order to respond to changing community needs.

Empower staff  
to make informed  
choices about  
spending across your  
organization



Increase efficiency  
from browsing to  
shipping



**Respond with agility** to  
urgent mission-critical  
needs around the  
globe

# Amazon Business – how is it different?



- Vast selection, competitive prices, offering business-only prices on millions of items



- Tiered administration and multi-level workflow approval tools; punchout for eligible eProcurement systems



- Centralized business analytics and reporting functionality



- Dedicated customer service and account manager for select accounts



P-card management and pay with a purchase order




# Amazon Business Discounts

There are a variety of discounts available on Amazon Business that your organization can take advantage of to unlock savings.

## Business Pricing

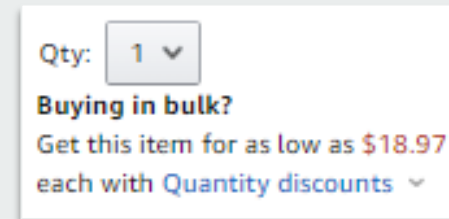
- Business pricing is cheaper pricing available only for registered Amazon Business customers. No action is needed to turn on business pricing and is available on select items.



Was: \$4.44  
Business Price  **\$3.00** ✓prime & FREE Returns   
You Save: \$1.44 (32%)

## Quantity Discounts

- Quantity Discounts are volume-tiered discounts, only available for registered Amazon Business customers. Quantity discounts appear on the product detail page and users can review the tiered discounts available.

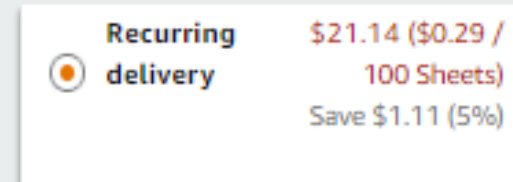


Qty:

**Buying in bulk?**  
Get this item for as low as **\$18.97**  
each with **Quantity discounts**

## Subscribe & Save

- Subscribe & Save is part of the Amazon Recurring Delivery program. Customers can subscribe to eligible Subscribe & Save items and get a 5% discount for their new subscriptions.



**Recurring delivery** **\$21.14** (\$0.29 / 100 Sheets)  
Save \$1.11 (5%)

# Savings & Selection Across Categories



Breakroom	Office Supplies	IT Peripherals	Janitorial & Sanitation
+2 million products	+12 million products	+38 million products	+1 million products
16% Savings	9% Savings	22% Savings	10% Savings

*Savings information is based on data and information from similarly situated enterprise level customers. Not a guarantee of savings.  
Savings and selection parity estimates are based on comparisons with same, similar, or alternate products and are not a guarantee of potential savings or selection.*

# Head Start Partnership Overview

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# What are the benefits?

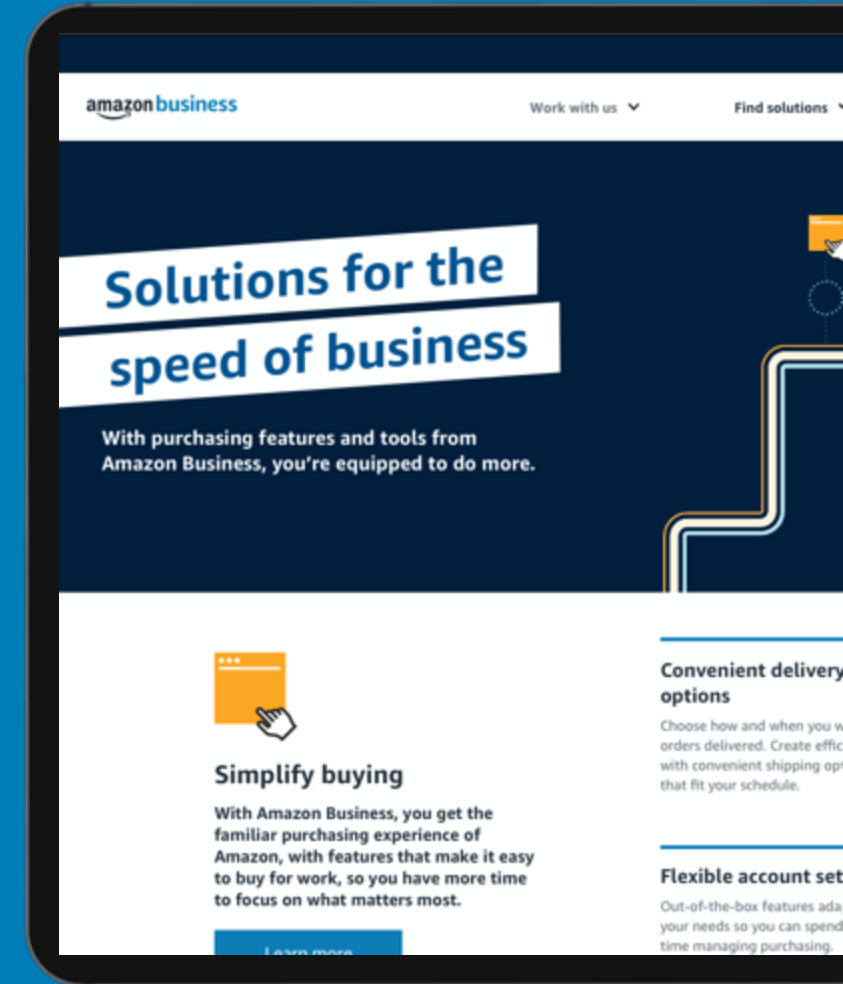
Head Start Programs can create a free Amazon Business account or link an existing Amazon Business account and take advantage of special member benefits, including:

- Get Business Prime with Nonprofit Discounts. Special discounts up to 65% off Business Prime membership is available to eligible nonprofits.
- Exclusive pricing and discounts on Amazon Private Label Products up to 10% off<sup>2</sup>
- Your account will be approved for a Pay By Invoice credit line of \$5,000 (terms and conditions apply).<sup>3</sup>
- Access Head Start curated Reorder Lists and the ability to create your own to share with your employees.
- Access to Head Start exclusive diaper pricing program

<sup>1</sup> [Business Prime Promotional Terms and Conditions](#) apply.

<sup>2</sup> Complete catalog of discounted products may not appear in full at the clickable link. Product prices are determined at the time of purchase. Number of products within the catalog is subject to change.

<sup>3</sup> [Pay by Invoice Terms & Conditions](#) Apply.



# Head Start Diaper Custom Pricing Program



Product	Amazon.com Current Price	Head Start Current Price	Head Start Price Ceiling
Mama Bear Gentle Touch Diapers, Hypoallergenic, Newborn, 30 Count (Pack of 4)	\$24.09	\$21.98	\$22.14
Mama Bear Gentle Touch Diapers, Hypoallergenic, Size 2, 184 Count (4 packs of 46)	\$32.99	\$31.35	\$32.25

FREE FROM:  
CHLORINE BLEACHING,  
PERFUMES, LOTIONS,  
PARABENS, AND PHTHALATES

HYPOALLERGENIC

UP TO 12 HOURS OF  
LEAKAGE PROTECTION



**THIN, FLEXIBLE FIT**  
For comfortable movement.

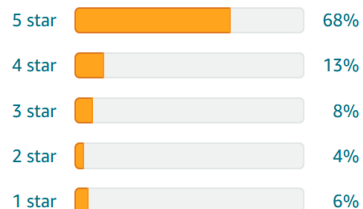
**BREATHABLE OUTER COVER**  
Helps keep baby's skin dry & healthy.

**WETNESS INDICATOR**  
Shows when it's time for a change.

## Customer reviews

★★★★☆ 4.3 out of 5

46,268 global ratings



maria

★★★★★ **Just as good as the name brands**

Reviewed in the United States 🇺🇸 on January 5, 2023

Size: Size 5 (132 Count) | **Verified Purchase**

I've always used pampers with my first child because I never had to worry about leaks or anything like that. Now with my 2nd i've used pampers as well, since it is a brand I trust. But it is just getting too expensive so I decided to give this amazon brand a try. It blew my mind with how well it works, if not better. I really like the straps, it seems to have a better grip and harder for my 1 year old to pull off. I have yet to have a blow out or any leaks. I don't use it at night though, since I use a night time diaper. Overall, it works just as good, if not better in my opinion

# Live Demo on how to join

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# How do I link my account?



## New To Amazon

1. Click on **unique URL**
2. Click on the **Create an account so I can join** button
3. Click **Option 1** – Create new account
4. Enter Business details
5. When prompted, enter **National Head Start Association's verification code**.
6. Sign up for Business Prime (optional).



## Have an Amazon Account with desired email address

1. Click on **unique URL**
2. Click on the **Create an account so I can join** button
3. Click **Option 2** – Convert existing account
4. When prompted, enter **National Head Start Association's verification code**.
5. Sign up for Business Prime (optional).



## Have an existing Amazon Business account

1. Click on **unique URL**
2. Click **Join with my existing Amazon Business account** button
3. Sign into your **Amazon Business account**.
4. When prompted, enter **National Head Start Association's verification code**.
5. Sign up for Business Prime (optional).

# Link & Verification Code

URL Link: <https://a.co/agM9zrl>

Verification Code: TSSBRL



# Head Start Discounted Reorder Lists

Sorted by date created

## ^ ↻ Your reorder lists

None

## ^ ☰ Your shopping lists

None

## ^ 👤 Shared by your Lead Entity (e.g. franchisor, organization HQ)

↻ IT

↻ Business Furniture, Household

↻ Auto MRO

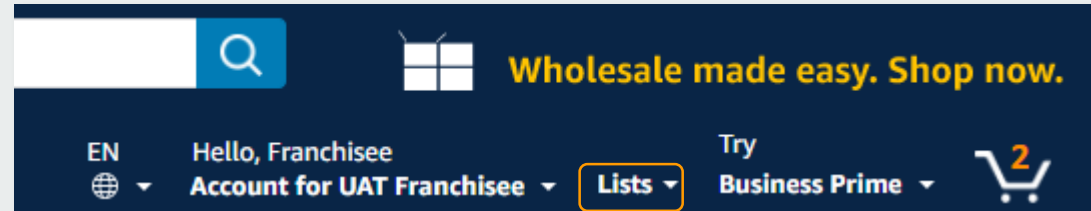
↻ School, Office, Breakroom

↻ Head Start Preferred Discount Diapers List

↻ Other Good Sellers

↻ JanSan and Supplies

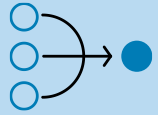
↻ Outfit, Apparel



# Amazon Business Tips and Tricks

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# Common Features Configured



## Account Structure

- Consolidate existing Amazon users
- Place users in groups



## Payment Management

- Individual payment: Credit card
- Shared payment: Credit card and/or Pay by Invoice



## Approval Workflow

- Set approval triggers
- Multiple levels and approval methods available



## Business Prime (added fee)

- Members receive added services and features
- Guided Buying and Spend Visibility

# Blanket PO's/ Budget Management

## Monitor and manage budget usage in real time

- Configure budgets (Blanket POs) and to track spending and help prevent budget overspending
- Budgets can be created at the group level or the entire account
- Required fields are Name, Amount, Start/End Date
- PO numbers are a required field in Business Order Information
- The “Name” field is not editable after the creation of a BPO by an administrator

## Best Practice Recommendations:

- Add a Note that requisitioners will review at checkout
- Add a notification when funds become low
- Select “Require all purchases in this group to use a blanket PO if PO is required” to ensure compliance

The screenshot displays the Amazon Business interface for managing blanket purchase orders (BPOs). It is divided into three main sections:

- Billing & shipping:** A sidebar menu with options: Shared settings, Payment methods, Addresses, Delivery preferences, Business order info, Budgets (Blanket POs) (highlighted), Pay by invoice, and Your Invoices for Pay by Invoice.
- Add a new blanket purchase order:** A form with the following fields:
  - Blanket PO name: AB1234 - Legislative Fund (5 characters remaining)
  - Note for requisitioners at checkout (optional): Legislative fund for AB Elementary teacher classroom supplies (79 characters remaining)
  - Amount: \$ 500000.00
  - Checkboxes:  Show buyers the budget amount and remaining funds for this blanket PO at checkout;  Send notifications to group admins when funds are low
  - When should we notify you that funds are low? \$ 15000.00 Remaining
  - Start date: 07/01/2020; End date: 06/30/2021
- Table of Blanket POs:** A table with columns: Refine by, PO details, Spent, Remaining, and Status.
  - Refine by: Search by blanket PO name
  - Filters:  Amazon Business BPOs;  External BPOs
  - Table content:

PO details	Spent	Remaining	Status
Blanket PO - East Coast \$500.00 budget Jan 12 - Feb 6, 2021	\$0.00 0.0%	\$500.00 100.0%	Active Add allocations
  - Footer: Displaying 1 of 1 More

# Approvals

Approval workflows provide visibility and control over purchasing

- Administrators can configure up to **6 levels** of approvals. Each level of approval can have more than one approver. Only one approval is needed at each level.
- Approvers are notified of pending orders through email as well as when they log into their Amazon Business account.
- Requisitioners or Administrators can be designated as approvers.
- Only active account users can be configured as approvers.
- Approvals can be set up at individual group levels by navigating to **Buying policies > Approvals** and then further customized for individual users.

## What are approval policies?

Use approval policies to notify specific members in your business account when an order is placed and get their approval before the order is allowed to continue processing. Approvals can be triggered by order total or restricted products.

ADD POLICY

## Approval policy

Approval settings will not apply to services, digital products, or punchout accounts. [Learn more](#) ▾

Applies to orders for the **Ravenna Garden** group only.

### Conditions

- Apply to all orders
- Orders with restricted items ▾
- Orders with a total equal or greater than

\$ 250

### Approvers

Requires one approval from each level. If an approver is going to be unavailable, you can assign a temporary delegate

1. Enter names or email addresses ✕

2. Enter names or email addresses ✕

[Add another approver level](#)

# Pay By Invoice Benefits

- Ability to increase credit through Amazon Business' Customer Advisor
- Hassle free large purchases
- No interest or late fees
- Pay invoices directly through Amazon Business (eliminating third party involvement)
- Option of selecting the invoicing frequency and adding an email address assigned to receive the invoices

# Custom Quotes

Bulk purchasing for when you need more.



Access hundreds of pre-vetted bulk suppliers



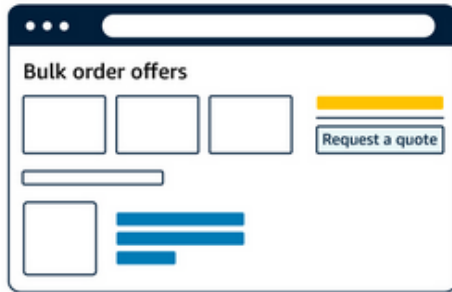
Custom offers tailored to your business needs



Typical savings of 20%



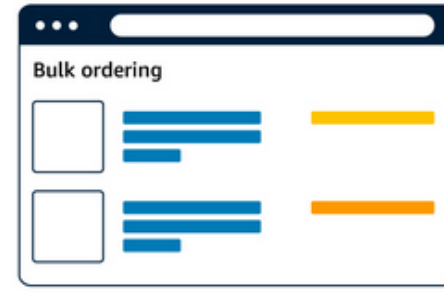
**Step 1:**  
Select "Buying in Bulk?" link on Product page



**Step 2:**  
Input quantity needed on Bulk Ordering page



**Step 3:**  
Select "Request a quote"



**Step 4:**  
Check quote status on Bulk Ordering Dashboard



**Step 5:**  
Proceed to Checkout

## Support Resources

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[nhsapartnership@amazon.com](mailto:nhsapartnership@amazon.com)



# Next Steps

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# Upcoming Key Dates



January 11, 2023

Launch

February 8th, 2023

Office Hours



NATIONAL HEAD START ASSOCIATION

May 8<sup>th</sup>-11th

National Conference  
*Phoenix, Arizona*

\*\* for calendar invite to office hours please email:  
[nhsapartnerahip@amazon.com](mailto:nhsapartnerahip@amazon.com)

# Q&A

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**amazon business**