

# Pro Seller best practices

Earning Pro Seller status on Walmart Marketplace can help you boost exposure, ramp up conversion rates and bolster customers' trust in your brand. If you're aiming to achieve or maintain Pro Seller status, continue reading for insights into the program's eligibility criteria and tips on how to monitor your status and enhance your metrics.

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## 1 Maintain Seller Performance Standards

It's important to establish a solid foundation of trust and tenure by meeting the following baseline requirements:

- Achieve more than 100 orders in the last 90 days
- Have an active seller account for at least 90 days
- No [Trust & Safety](#) or [Walmart Marketplace Seller Retailer Policies](#) violations

**\*\*NOTE:** Accounts returning from suspension or other reinstatement circumstances will have the chance to meet the "Active" requirement 90 days after their reinstatement date.

## 2 Keep your shipping standards high

To meet your customer's delivery expectations, identify your late deliveries from the last 90 days and adjust your Shipping & Fulfillment setup to make sure future orders arrive by their Expected Delivery Dates. For more information, check out [Order & fulfillment performance: Overview](#).

To reduce cancellation rates, avoid cancelling customer orders for factors in your control. Additionally, ensure your item content, pricing and inventory are accurate and updated to avoid cancellations over incorrect item orders, wrong prices, or out-of-stock items. To learn more, visit [Marketplace order cancellations](#).

WFS can help balance your shipping metrics with industry-leading fulfillment. Consider [Walmart Fulfillment Services \(WFS\)](#) usage to boost your shipping metrics.

## 3 Stay on top of customer messages

Make sure to address customer concerns and respond to any urgent messages in your Seller Center inbox within 48 hours (including weekends and holidays).

- To learn the best ways to handle these communications, check out [Respond to customer messages in Seller Center](#).
- Walmart's Customer Care team handles customer messages on all WFS orders. Consider using [Walmart Fulfillment Services \(WFS\)](#) on items that receive the most messages.

## 4 Unlock fast shipping on more items

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Offer fast shipping (like TwoDay and ThreeDay) on more items in your catalog to increase your Delivery Score. Follow these tips:

- To create a shipping template that offers fast shipping or assign items to an expedited shipping template, refer to [Shipping methods: Overview](#).
- WFS items automatically meet fast shipping requirements. Consider using [Walmart Fulfillment Services \(WFS\)](#) on more items to increase your coverage.
- Automate your shipping settings so Walmart can calculate more accurate transit times for customers and potentially unlock fast shipping for shoppers that are local to your fulfillment centers. To learn more, visit [Shipping templates: Automated settings](#).

## 5 Update your items with improved content

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Keep your catalog up-to-date with relevant and engaging content to create great customer shopping experiences with your products. The more products with quality content and discoverability attributes, the higher your overall Content Score.

- To raise your Content Score average above the desired threshold, focus on improving the items below the targeted threshold.
- Refer to [How to update content: Overview](#) for detailed steps on adjusting your content. Follow our style guides to learn what works and doesn't when setting up and modifying content on your listings.
- Leverage Walmart hosting services or third-party content Solution Providers to enhance your listings with rich media assets. To learn more, visit [Product detail page: Rich media](#).

## 6 Maintain competitive pricing

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Establish competitive pricing to offer customers everyday low prices and increase your chances of conversion. You can utilize the [Pricing Insights](#) dashboard to gain insights into your score and discover pricing opportunities on items in your catalog.

Additionally, you can set up a Competitive Price Strategy and automate price adjustments to meet or beat the price that's most competitive for a customer via the Repricer. You can take advantage of the following strategies: Competitive Price Strategy, External Price Strategy or Buy Box Strategy. To learn more, visit [Repricer: Overview](#).

Explore [Success Hub](#) for suggestions on personalized, relevant and actionable opportunities to improve your business in areas including pricing. For more details, check out [Success Hub: Overview](#).


We hope these tips help you discover ways to achieve Pro Seller status and maintain customer trust in your brand. Thanks for reading!

## Resources

 [Repricer: Overview](#)

 [Listing Quality & Rewards dashboard](#)

 [Manage company information in Seller Center](#)

 [Respond to customer messages in Seller Center](#)