

# 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 Meet the 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.



### Notes

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

- Identify your late deliveries from the last 90 days and adjust your [shipping and fulfillment setup](#) to make sure future orders arrive by the Expected Delivery Date.
- Avoid canceling customer orders for factors in your control. 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.
- Consider using [Walmart Fulfillment Services \(WFS\)](#) for end-to-end fulfillment to help boost your shipping metrics.
- Use [Ship with Walmart](#) to buy labels and ship packages at discounted rates through U.S. domestic and international shipping carriers.



## 3 Stay on top of customer messages

- Address customer concerns and respond to any urgent messages in your Seller Center inbox within 48 hours (including weekends and holidays).
- Follow customer communication [best practices](#).
- Consider fulfilling your items with [WFS](#) to allow Walmart’s Customer Care team to handle customer inquiries on all WFS orders.

## 4 Unlock fast shipping on more items

- Offer free fast shipping through [expedited delivery programs](#) like TwoDay and ThreeDay on more items in your catalog to increase your Shipping Score.
- Migrate your shipping configurations to [Simplified Shipping Settings](#) to help you close the gap between your actual and promised delivery times.
- Consider fulfilling more items with [WFS](#) to receive 2-day shipping tags.



### Notes

Published items that have depleted their WFS inventory will default to a seller-fulfilled shipping configuration, changing their impact to the Shipping Score. [Manage WFS inventory](#) or adjust your Shipping Templates to avoid score disruption.

## 5 Level up your items with top-notch content

- Visit the [Listing Quality](#) dashboard and leverage AI-generated content suggestions for your product's name, site description and key features.
- Follow Walmart's [Content Standards](#) for suggestions that are specific to your product category and product type.
- Enhance your listings with [rich media](#).



## 6 Maintain competitive pricing

- Use the [Pricing Insights](#) dashboard to gain insight into your Price Competitiveness score and discover other pricing opportunities.
- Set up Competitive Price and External Price strategies using the Walmart Repricer to automate price adjustments against external offers.
- Explore [Success Hub](#) for suggestions on personalized, relevant and actionable opportunities.

### Resources



[Pro Seller: Overview](#)



[Repricer: Overview](#)



[Listing Quality](#)



[Walmart Fulfillment Services \(WFS\)](#)



[Simplified Shipping Settings: Overview](#)