Seller Feedback Template Pack

Companion to "Amazon Seller Feedback: How to Get More of It, Protect Your Rating, and Remove Negative Feedback That Breaks Amazon's Rules (2027 Guide)"

Read this first — the rules every template obeys:

- The **Request a Review button is the recommended ask.** It needs no template — Amazon writes the email, and it requests seller feedback and a product review together. Use it once per order, 5–30 days after delivery. If you have used it on an order, send **no** messaging ask for that order.
- The messaging templates below are for the *one* neutral Buyer-Seller Messaging request Amazon's Communication Guidelines permit per order: send within 30 days of order completion, include the 17-digit order ID, use the buyer's preferred language, offer nothing in exchange, and never ask for positive or 5-star feedback.
- Never mention feedback in a problem-resolution conversation, and never link a refund or replacement to feedback in either direction.

Template 1 — The standard neutral ask (Buyer-Seller Messaging)

Use when: you are not using Request a Review on this order, and the order completed within the last 30 days.

> Subject: Your recent order [order ID]
>
> Hello,
>
> Thank you for your order [order ID], which was delivered on [delivery date]. We hope everything arrived as described and on time.
>
> If you have a moment, Amazon invites you to share your experience of buying from us by leaving seller feedback on the order page. Honest feedback — good or bad — helps other shoppers and helps us improve.
>
> If anything about your order was not right, please reply to this message first and we will put it right.

>

Thank you,

[Seller name]

Why it is compliant: one ask, neutral wording ("good or bad"), no incentive, no star imagery, no off-Amazon link, support offered unconditionally rather than as a diversion path.

Template 2 — FBM delivery confirmation and support (no feedback ask)

Use when: you ship your own orders and want the service contact that prevents negative feedback — this template deliberately asks for nothing.

Subject: Your order [order ID] has been delivered

>

Hello,

>

Your order [order ID] shows as delivered on [delivery date]. A quick guide to getting started: [one or two genuinely useful setup/care points for the product].

>

If anything arrived damaged, incomplete or different from the listing, reply to this message and we will resolve it for you.

>

Thank you for buying from [Seller name].

Template 3 — After a problem has been resolved (service closure only)

Use when: a buyer reported a problem and you have resolved it (refund, replacement, or fix). **This template must never mention feedback** — not the existing rating, not changing it, not leaving a new one. Connecting a resolution to feedback, even politely, is manipulation. Buyers may update their own feedback within 60 days entirely on their own initiative; your job ends at a complete solution and a clean closure.

Subject: Your order [order ID] — resolved

>

Hello,

>

> Thank you for your patience while we sorted this out. To confirm what has been done: [refund of (amount) issued on (date) / replacement dispatched on (date), tracking (number) / other resolution].

>

> If anything still isn't right, reply to this message and we will keep working on it until it is.

>

> Thank you,
>
> [Seller name]

Removal-request wording (Feedback Manager)

Ground: the entire comment is a product review

> Feedback on order [order ID] is entirely a product review: "[quote the comment]". It makes no reference to delivery, description accuracy or our service as a seller. Please remove it from our feedback profile under the feedback guidelines.

Ground: FBA fulfilment

> Feedback on order [order ID] concerns only fulfilment and delivery ("[quote]") on an order fulfilled by Amazon. Please strike it through as Amazon-responsibility fulfilment feedback and exclude it from our rating.

Ground: abusive language / personal information

> Feedback on order [order ID] contains [abusive language / personal information]: "[quote the exact words]". Please remove it under the feedback guidelines.

Keep every request to one ground, one quote, no argument about fairness — clerks grant rule matches, not grievances.