

# Stand out as a Pro Seller

Tips to help you become a Pro Seller on Walmart Marketplace



With thousands of sellers on Walmart Marketplace, standing out as a reliable choice is important. Be a stand-out seller by earning the Pro Seller Badge, a mark of excellence given to top-performers who excel in offering a great customer experience. Meet the eligibility criteria and Walmart will auto-badge your catalog—no application needed.

 **PRO TIP**

**Your Pro Seller Status refreshes on the 5th and 20th of every month.**

## 1 Maintain seller standards

- ✓ More than 250 orders in the last 90 days
- ✓ Active seller account for at least 90 day
- ✓ No [Trust & Safety](#) or Performance Standards violations

Walmart may decide not to grant you a Pro Seller Badge or even suspend or terminate your eligibility if you receive warnings for policy violations or performance issues. To maintain your status, promptly respond to any warnings and address the concerns in a timely manner. Walmart holds the right to make this decision at their own discretion.



## 2 Keep your cancellations low

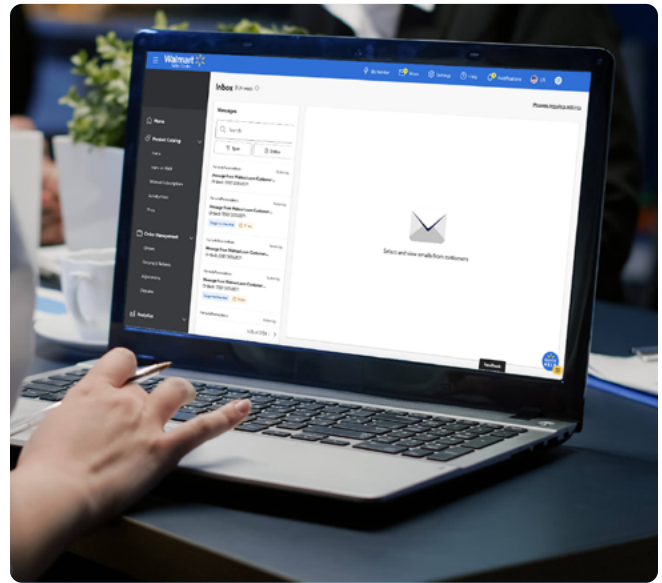
**≤1.5%** in the last 90 days

To ensure that your seller-accountable cancellation rate is in good standing, it's important not to cancel orders initiated by customers. For more insight, take a look at [Marketplace Order Cancellations](#).

### 3 Stay on top of your Seller Response Rate

≥95% in the last 30 days

Make sure to address your customers' concerns and respond to any urgent messages within 48 hours in the Seller Center Inbox. To better understand this metric and learn the best ways to handle these communications, check out [Message Center – Manage Customer Contacts and Inquiries](#).



### 4 Keeping your shipping standards high

#### Maintain delivery promise time

- To meet your customer's delivery expectations, [diagnose](#) your recent late deliveries to accurately reflect your fulfillment capabilities.
- Add [fulfillment centers](#)
- Create [Shipping Templates](#)
- [Map your SKUs](#)

Actual vs Promised Delivery dates:  
≤2 calendar days difference

≥95% On-Time Delivery  
in the last 90 days

Saturday and/or Sunday  
delivery **enabled**

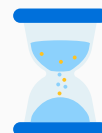


#### Weekend delivery

- Enable [weekend delivery](#) if your carrier(s) support it. Otherwise, consider using a different carrier, [Ship with Walmart](#), or [Walmart Fulfillment Services](#).

#### Lag time

- Remove lag time ≤1 business days on your active items to avoid inaccurate handling estimates. Grab an [Item Report](#) and learn how to update lag time [here](#).



≤1 business day  
on entire catalog

## Accelerate your journey to Pro Seller Status with Walmart Fulfillment Services



With one of the world's largest supply chains, [Walmart Fulfillment Services \(WFS\)](#) can help provide the scale, quality, cost, and efficiency you need to help grow a successful business on Walmart.com and achieve Pro Seller Status.



Provide two-day shipping across the contiguous U.S.



Earn 'Fulfilled by Walmart' tags on your products to help drive 50% GMV growth\* on average for key items fulfilled by WFS.



Win repeat and loyal customers with WFS items in Walmart+ subscriptions.



Offer seamless customer service, returns, and replacements handling.



Access phone support and strategic advisory services 7 days a week.



Find comfort in our commitment to trust and safety.

[Learn more about WFS](#)

\*Walmart first-party data (March 2023).



Get [step-by-step instructions](#) on how to become a Pro Seller



Visit the [Listing Quality & Rewards Dashboard](#) to see where you stand