



Looking for something or need an extra hand?

[Seller Support](#)

[Seller Help](#)

[QuickStart Guides](#)

## Welcome to Walmart Marketplace!

### What we expect

- A top seller ready to join our curated community.
- Be a serious business professional.
- Show and list your items accurately.
- Deliver on time at Everyday Low Prices.
- Always put the customer first!

### Our commitment to you

- You become an extension of Walmart.
- 110+ million unique monthly site visitors.
- Partner with the world's largest retailer.
- Sell alongside other professional sellers.
- Seller Support to grow your business.

## Steps to Set Up & Launch!

### 1 Complete Registration

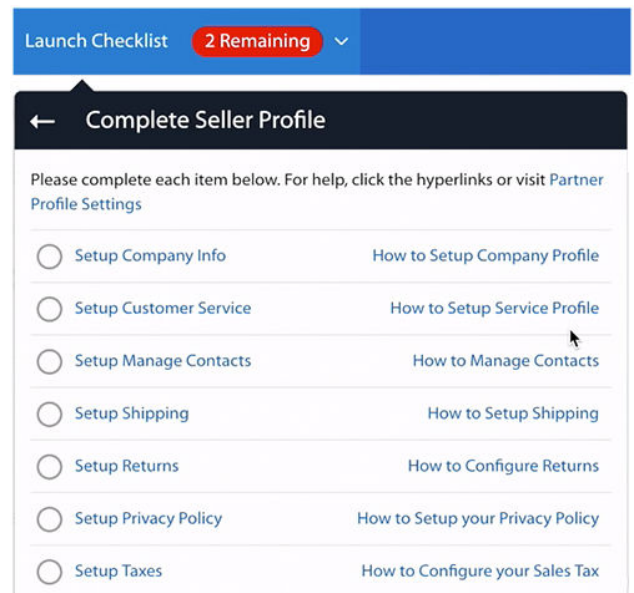
Finish Registration to create your **User and Seller Profile**.

[Access Registration](#)

### 2 Complete Seller Profile

Finish all the unfinished sections of your **Seller Settings** in Seller Center. Good news, it's information you already know.

[Access Seller Profile](#)



# Steps to Set Up & Launch!

## 3 Create Items & Upload Inventory

Select an item setup/integration method and create and set up your items.

Then, upload inventory and review our resources for managing inventory including acknowledging, shipping, canceling, and refunding orders.

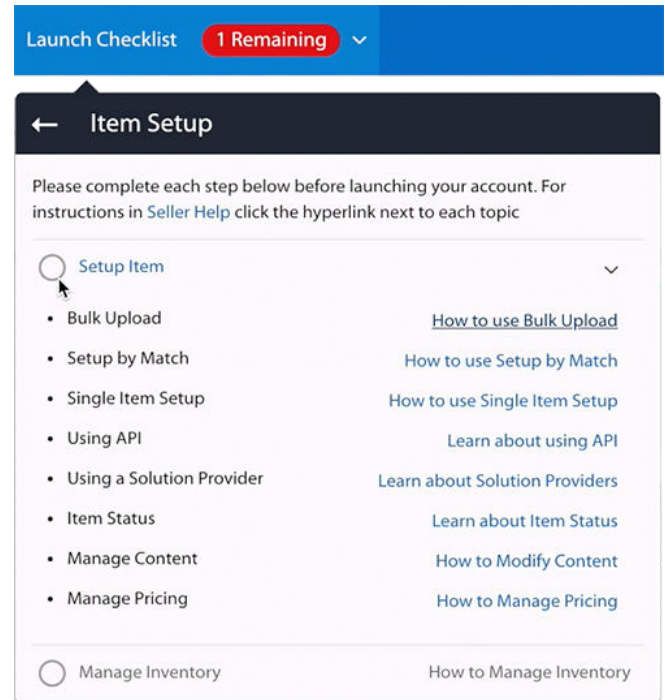
[Item Setup Methods](#)

[Update Inventory](#)

[Acknowledge & Ship](#)

[Acknowledge & Cancel](#)

[Refund Return Orders](#)

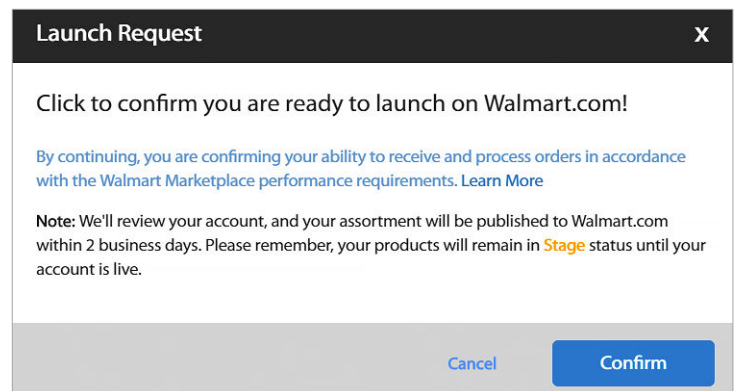


## 4 Ready, Set, Launch!

After you complete the Launch Checklist in Seller Center, you'll see a pop-up to confirm that you are ready to launch.

If you click "Yes," a message will be sent to the Walmart Marketplace Integration team to launch your account live on Walmart.com!

[Confirm & Launch](#)



**Got a question?**  
Check out FAQs on the next page!

# Frequently Asked Questions

Q

## Why should I join?

You'll be part of the largest retailer in the world and sell to over 110 million Walmart.com visitors each month.

In fact, we rank highest in mobile app adoption amongst other leading brands.<sup>1</sup>

Plus, you will be able to call yourself a Walmart seller!

Q

## What does 'curated community' mean?

We only want great sellers, so we're selective in who we approve to join.

### Our ideal sellers:

- Deliver best-in-class customer service
- Sell unique products and brands
- Price competitively
- Fulfill orders fast and reliably

Q

## I'm approved, now what?

Congrats! After being approved, make sure you finish Registration where you'll set up your seller account.

Next, add your items and upload inventory to your account. Finally, we'll review and confirm that your items are ready to be live on Walmart.com customers. Bam – you're ready to sell!

Q

## How do I join?

Simple! Follow the link below to get started. We'll guide you step-by-step through the application process.

[Request to Sell](#)

Q

## What's Seller Verification?

Our Seller Verification process is proprietary and confidential. We use it to double-check only the best retailers become our sellers.

Plus, many sellers are conditionally approved after applying to help speed up this process.

Q

## Can I sell as a DSV?

Yes, you can sell as both a Drop Ship Vendor (DSV) and a Marketplace seller. However, you cannot sell the same item as both a seller and DSV.



<sup>1</sup> Forbes: "Walmart Tops Starbucks, Amazon And Uber For Mobile App Adoption Dominance" (May 2019)



Keep on learning, and let's grow your business!

[Seller Support](#)

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## Links from this guide

### **Access Registration**

[sellerhelp.walmart.com/seller/s/guide?article=000008219](https://sellerhelp.walmart.com/seller/s/guide?article=000008219)

### **Access Seller Profile**

[sellerhelp.walmart.com/seller/s/guide?article=000006412](https://sellerhelp.walmart.com/seller/s/guide?article=000006412)

### **Item Setup Methods**

[sellerhelp.walmart.com/seller/s/guide?article=000006445](https://sellerhelp.walmart.com/seller/s/guide?article=000006445)

### **Update Inventory**

[sellerhelp.walmart.com/s/guide?article=00000770](https://sellerhelp.walmart.com/s/guide?article=00000770)

### **Acknowledge & Ship Orders (Video)**

[youtube.com/watch?v=ihRZtB4eGS4](https://youtube.com/watch?v=ihRZtB4eGS4)

### **Acknowledge & Cancel Orders (Video)**

[youtube.com/watch?v=5nKYrsZitM4](https://youtube.com/watch?v=5nKYrsZitM4)

### **Refund a Return Order (Video)**

[youtube.com/watch?v=lbxakq-AXF8](https://youtube.com/watch?v=lbxakq-AXF8)

### **Confirm & Launch**

[sellerhelp.walmart.com/seller/s/guide?article=000006425](https://sellerhelp.walmart.com/seller/s/guide?article=000006425)

### **Request to Sell on Walmart Marketplace**

[marketplace-apply.walmart.com/](https://marketplace-apply.walmart.com/)