# Email Templates for Washington State Amazon Business Agency Rollout

**Note: *These templates are suggestions. Please customize to meet your needs and organization culture by changing the highlighted items or other content to suit your agency’s needs.***

## Email 1: Purchasing Cardholder - Launch Announcement

**Send Date: Launch Day or 1-2 Days Prior to Launch**

**Subject Line:**

Announcing Washington State’s new Purchasing Relationship with Amazon Business

**Email Body:**

Dear Colleagues,

**<AGENCY> is excited to announce the launch of Washington State Amazon Business** in order to simplify the direct buy purchasing process and transition any existing Amazon.com consumer accounts to a central Washington State Amazon Business account.

Shopping on Amazon Business is as simple and user-friendly as Amazon.com. As an added benefit, through the Washington State Amazon Business account you, will have immediate access to:

* **Free wo-Day Shipping** on all qualifying orders
* Business pricing and quantity discounts on millions of items
* Easy-to-use reports for monthly reconciliation
* Access to a specialized business only customer service team at (866) 486-2360

**ACTION REQUIRED: <*Today or Date of Launch>*** you will receive a registration email. This email will come directly from Amazon.com and will contain simple instructions to register your account. Do not delay. Even if you are not purchasing on Amazon today, the activation period is time sensitive so you must take action to facilitate any future purchases. If you have any questions about the registration process, please refer to the attached user guide or call Amazon Business Customer Service at (866) 486-2360.

Beginning on <DATE>, all Amazon accounts and purchases must be consolidated to the centralized <AGENCY> Washington State Amazon Business account. For more information, please visit the [Washington State Amazon Business webpage](http://des.wa.gov/services/contracting-purchasing/purchasing/washington-state-agencies-amazon-business-program). You can also view training videos in order to [get started with Amazon Business](https://www.amazon.com/b2b/info/howto?layout=landing).

For general questions about this new purchasing relationship or to provide feedback on your experience, contact <AGENCY POC>.

Regards,

<AGENCY SPONSOR>

## Email 2: De-Registration Email Only Sent to Users with Existing Amazon Business Accounts

**Send Date: Launch Day (only to people identified as already having pre-existing AB Accounts)**

**Subject Line:**

ACTION – Move your Amazon Business Account to the <AGENCY> Washington State Business Account

**Email Body:**

Dear Colleagues,

<AGENCY> recently launched a <AGENCY> Washington State Amazon Business account to consolidate all Amazon purchases. Since you previously registered for an Amazon Business account using this email address, we need you to deregister that account and join our <AGENCY> Washington State Amazon Business account in order to continue purchasing.

**Please take the following actions within 2 business days:**

1. Log into your current [Amazon Business Account](https://www.amazon.com/b2b) and download an order history report for the past 6-12 months (recommended best practice). Individual transaction history will follow email addresses. This download is the Amazon Business-level data.
2. If applicable, remove all users from the account (**Manage Your Business > People > Remove**). Only one user (the highest-level Administrator) can remain in the account. You cannot remove yourself.
3. Use this link to [deregister your existing account](https://amazon.com/gp/b2b/manage/deregister) (it will not remove any information on the account, simply the Amazon Business account tag).

If you have trouble completing this action, please contact Amazon Business Customer Support at (866) 486-2360.

Once complete, please notify <AGENCY POC> and you will be sent a new invitation to join the <AGENCY> Washington State Amazon Business Account.

Beginning on <DATE>, all Amazon accounts and purchases must be consolidated to the centralized <AGENCY> Washington State Amazon Business account. For more information, please visit the [Washington State Amazon Business webpage](http://des.wa.gov/services/contracting-purchasing/purchasing/washington-state-agencies-amazon-business-program). You can also view training videos in order to [get started with Amazon Business](https://www.amazon.com/b2b/info/howto?layout=landing).

Regards,

<AGENCY SPONSOR>

## Email 3: Purchasing Cardholder - Reminder Launch Announcement

**Send Date: 1-week after launch (Send to employees that have not accepted invitation)**

**Subject Line:**

REMINDER – Register your Amazon Business Account

**Email Body:**

Dear Colleagues,

As a reminder, Washington State is launching Amazon Business in order to simplify the direct buy purchasing process and transition any existing Amazon.com consumer accounts to a central Amazon Business account.

Shopping on Amazon Business is as simple and user friendly as Amazon.com. As an added benefit, through the Washington State Amazon Business account, you will have immediate access to:

* **Free Two-Day Shipping** on all qualifying orders
* Business pricing and quantity discounts on millions of items
* Easy-to-use reports for monthly reconciliation
* Access to a specialized business only customer service team at (866) 486-2360

**ACTION REQUIRED: *Today*** you will receive a *NEW* registration email from the <AGENCY> Washington State Amazon Business account. This email will come directly from Amazon.com, and will contain simple instructions to register your account. Do not delay. Even if you are not purchasing on Amazon today, the activation period is time sensitive so you must take action to facilitate any future purchases. If you have any questions about the registration process, please refer to the attached user guide or call Amazon Business Customer Service at (866) 486-2360.

Beginning on <DATE>, all Amazon accounts and purchases must be consolidated to the centralized <AGENCY> Washington State Amazon Business account. For more information, please visit the [Washington State Amazon Business webpage](http://des.wa.gov/services/contracting-purchasing/purchasing/washington-state-agencies-amazon-business-program). You can also view training videos in order to [get started with Amazon Business](https://www.amazon.com/b2b/info/howto?layout=landing).

For general questions about this new purchasing partnership or to provide feedback on your experience, contact <AGENCY POC>.

Regards,

*<AGENCY SPONSOR>*