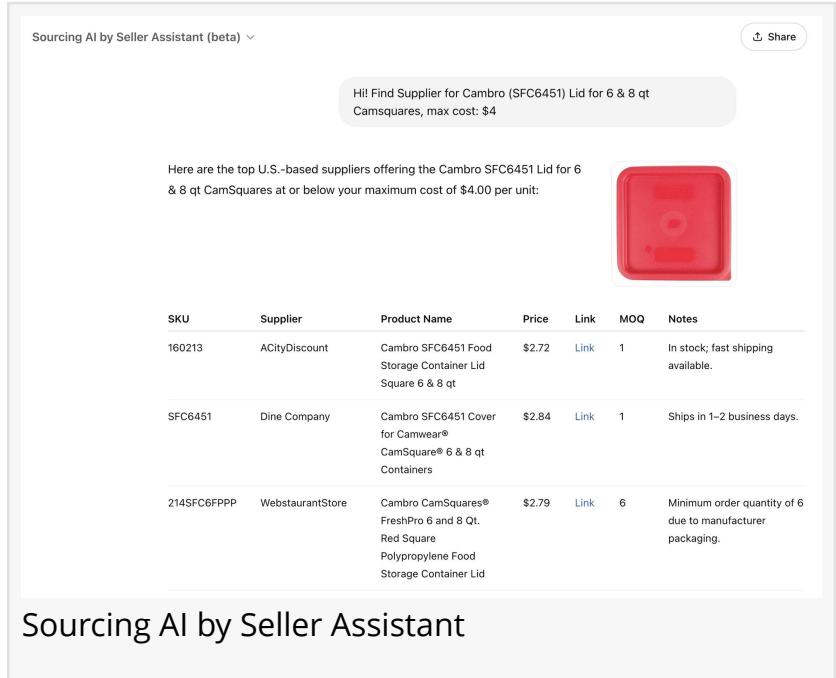


Seller Assistant Launches Sourcing AI Beta — A One-Click Supplier Finder for Amazon Sellers

Seller Assistant launches Sourcing AI Beta — a smart tool to help Amazon sellers find verified U.S. suppliers faster and with less manual work.

SAN DIEGO, CA, UNITED KINGDOM, May 30, 2025 /EINPresswire.com/ -- [Seller Assistant](#), a trusted platform used by thousands of Amazon sellers worldwide, has announced the beta release of Sourcing AI — a new virtual assistant built to automate one of the most time-consuming tasks in e-commerce: finding reliable product suppliers.



SKU	Supplier	Product Name	Price	Link	MOQ	Notes
160213	ACityDiscount	Cambro SFC6451 Food Storage Container Lid Square 6 & 8 qt	\$2.72	Link	1	In stock; fast shipping available.
SFC6451	Dine Company	Cambro SFC6451 Cover for Camwear® CamSquare® 6 & 8 qt Containers	\$2.84	Link	1	Ships in 1-2 business days.
214SFC6FPPP	WebstaurantStore	Cambro CamSquares® FreshPro 6 and 8 Qt. Red Square Polypropylene Food Storage Container Lid	\$2.79	Link	6	Minimum order quantity of 6 due to manufacturer packaging.

“We built Sourcing AI to solve a real bottleneck in the seller workflow,” said Oleg Kuzmenkov, founder and CEO of Seller Assistant. “There are great tools for analyzing products — but very few that actually help sellers source them efficiently and from trustworthy suppliers. That’s what this is about.”

“

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One Click to Verified U.S. Suppliers

Sourcing AI is integrated directly into the Amazon.com interface and can be accessed via a button on several product views — including Product Page View, Quick View, Side Panel View, and Storefront View. When clicked, the tool opens a ChatGPT-powered assistant with structured product data already filled in: ASIN, title, brand, model, and target cost (Max COG). Based on this data, the assistant searches for up to 10 verified U.S.-based suppliers offering exact or close matches.

Sourcing AI filters out marketplaces like Amazon, eBay, Alibaba, and Temu — focusing only on brand websites, B2B retailers, and authorized distributors. Results include supplier pricing, stock availability, and minimum order quantities, allowing sellers to quickly compare supplier costs with Amazon prices and assess profitability on the spot.

Designed for Wholesale and Arbitrage Sellers

This tool is especially useful for sellers engaged in wholesale and online arbitrage, helping them save hours of manual research and avoid unreliable sources. Sourcing AI introduces a match confidence system, flagging whether a supplier result is an exact or likely match based on available data. Including more product details like UPC, EAN, or model increases accuracy, but the assistant still delivers relevant results even with limited input.

The screenshot displays the Sourcing AI interface for the product 'OXO Good Grips Stainless Steel Garlic Press'. On the left, the product image and Amazon listing are shown, including the price (\$11.94) and a 'Sourcing AI' badge. The main panel provides detailed financial data: Sales (1,538 pcs/mo), Stock (342 FBA, 236 FBM), Price (\$11.94), COG (\$4.00), Profit (\$7.94), ROI (129.5%), and Margin (43.38%). It also lists various fees like FBA, FBM, and shipping. On the right, the 'Seller Assistant' sidebar offers additional product information, including ASIN (B09Q8DRCR), EAN (0719812082325), and a 'Quick info' section with FBM and FBA metrics.

Sourcing AI Beta

The advertisement for 'Seller Assistant' features a woman in a blue blazer standing next to a laptop displaying the software interface. The text reads: 'Amazon Seller Software for Bulk Analysis and Product Research'. Below this, it states: 'Quickly scan and analyze wholesale lists and find profitable products'. At the bottom, it mentions 'Available in the Chrome Web Store' and 'Available on Firefox Add-ons' and 'Edge Add-ons'. The bottom of the ad says 'Seller Assistant - Amazon seller Software'.

Part of the All-in-One Seller Assistant Ecosystem

Sourcing AI is built into the broader Seller Assistant ecosystem — an all-in-one product research and sourcing toolkit for Amazon sellers. Alongside Sourcing AI, Seller Assistant includes: [Price List Analyzer](#) for bulk supplier sheet analysis, [Brand Analyzer](#) for evaluating brand profitability and competition, Bulk Restriction Checker for mass ASIN eligibility checks, Seller Spy for tracking competitors' listings and behavior, IP Alert® Extension, FBA & FBM Profit Calculators, Sales Estimator, and more. Together, these tools help sellers automate the entire workflow from product research to supplier discovery.

Availability

The beta version of Sourcing AI is currently available in English and Russian and supports supplier search within the U.S., with an optional focus on Florida-based distributors for localized sourcing.

With Amazon becoming more competitive each year, the speed and reliability of supply is critical. Sourcing AI helps sellers reduce sourcing risks, discover trusted suppliers faster, and make better purchasing decisions — all in one click.

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