

How to Protect Your Inventory While Running a Sale

When you have a sale going on, if it's a 40% or more off sale, you should protect your inventory to prevent all your units being purchased by one customer, or your offer going viral and potentially all your units getting purchased at the sale price.

Step 1 – Preventing a single customer from buying all your stock

Until recently there was no way to do this, but fortunately Amazon realised the need for this option and added it to the 'Offer' tab.

Go to 'Manage Inventory', click 'Edit' and click on the 'Offer' tab.

In the 'Max Order Quantity' box, use the up/down arrows to enter 1 or 2. I usually like to set it at '2' because sometimes customers like to purchase one for a friend or family member as well as one for themselves.

Is Gift Wrap Available	<input checked="" type="checkbox"/>
Offering Can Be Gift Messaged	<input checked="" type="checkbox"/>
Max Order Quantity	<input type="text" value="2"/>
Country of Publication	<input type="text"/>
seller-warranty-description	<input type="text" value="Ex: 2 Year Warranty"/>
Release Date	<input type="text"/>
nutrition-facts	<input type="text" value="Ex: Moisture 8%, Protein 23%, Oils and Fats 10%, Fibre"/>

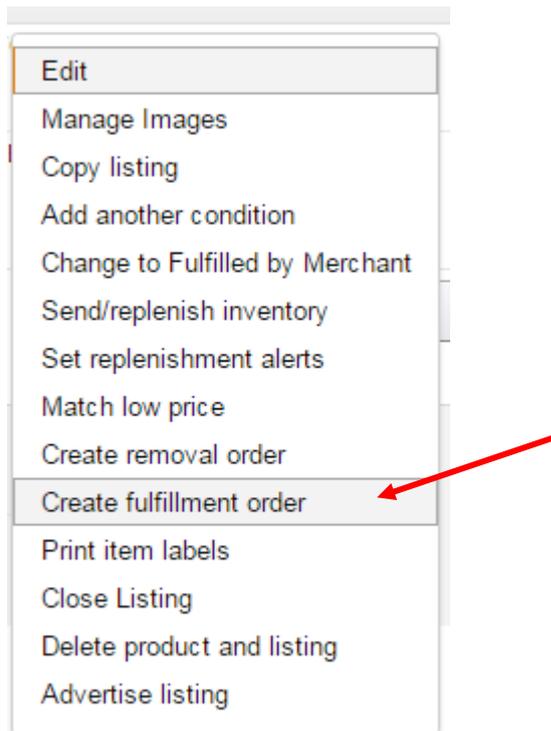


Step 2 – Preventing all your units from being purchased at the sale price

When you are running a sale with a big discount, it's possible that your offer may get shared a lot and this could result in far more units being sold than you anticipated.

To make sure this doesn't happen, you can reserve a certain amount of units for two weeks. This allows you to allocate a certain number of units to the sale and once they are gone, no more units can be purchased until you release the reserved units.

Go to 'Manage Inventory' and under 'Edit', select 'Create Fulfillment Order'



Create a Multi-Channel Fulfillment Order for the number of units that you want to reserve. On the next page, choose the option to hold the order for 2 weeks.

This order will never ship because even if you forget to go in and cancel it, it will cancel automatically after 2 weeks.

However, you will want to cancel the fulfillment order once your sale is over, so that you can release the reserved units and make them available for sale again.

To do this, simply go to 'Orders', 'Manage Orders' and click on 'Advanced Search'

Sort by 'pending orders' and choose the last 14 days for the date range.

Search:	Order ID <input type="text"/>
Date:	<input checked="" type="radio"/> Order date <input type="radio"/> Expected ship date Date Range: <input checked="" type="radio"/> Ordered in the <input type="text" value="Last 14 days"/> <input type="text" value="From: 2/5/17"/> <input type="text" value="To: 2/8/17"/> <input type="radio"/> Exact order dates
Order Status:	Pending <input type="text"/>
Fulfilled By:	<input checked="" type="radio"/> All <input type="radio"/> Seller-fulfilled orders <input type="radio"/> Amazon-fulfilled (FBA) orders
Sales Channel	<input checked="" type="checkbox"/> All <input type="checkbox"/> Amazon.ca <input type="checkbox"/> Amazon.com <input type="checkbox"/> Amazon.com.mx <input type="checkbox"/> Non-Amazon <input type="checkbox"/> Non-Amazon CA
Sort By:	Order Status <input type="text"/>
Pending orders:	<input checked="" type="checkbox"/> Include pending orders

Click 'Search' and a list of your pending orders will come up. Find the fulfillment order that you created, click on the order number and then click 'Cancel'

Within 15-30 minutes your reserved inventory will be released back to your available stock.

A word of caution. Don't create and cancel fulfillment orders repeatedly. Do it only when you really need to. In other words only do it when you run a sale with a big discount, which normally you would only do as part of a strategy to kick start a new listing.