

THE WHOLESALE FORMULA



Module 6 – Inventory Management Software and Application

In this video, I'm going to go cover how we currently use two pieces of cloud-based software to make our business more efficient. We use them both to add new product SKUs to our inventory and then to create purchase orders for those products. Let's go.

Those two pieces of software are Inventory Lab and Restock Pro. By using these we are able to better track our sales, ROI, inventory levels, inbound shipments, and current open orders. Both of these pieces of software save us tons of time, and the old adage "time is money" rings extremely true in this business.

The first piece of software I'm going to discuss is Inventory Lab. Inventory Lab allows us to track the profitability of companies and/or individual products over long periods of time. Being able to track the ROI for products and companies is a must, and we feel Inventory Lab allows us to do just that very easily.

The second software is Restock Pro. Restock Pro allows us to keep a very close eye on our inventory levels. By using it, we can view current open orders, inbound shipments, current inventory levels, create purchase orders, receive alerts when inventory is low, and much more.

By using these two software, our business has become much more efficient and our supply chain has become much more transparent.

Now, I'm going to show you exactly how we use these two software to add new products to our inventory, so we can better manage it. But before we do that, we first have weed out the products that don't meet our sourcing criteria.

After receiving a pricelist from a company, the first step we need to take is to catalog only the ASINs that meet our sourcing criteria. Here is the current spreadsheet format we use to catalog items. We use google drive because it's easy to share them if needed.

After that, the second step is to check those ASINs for brand restrictions via the seller central "add product" option. Here is an example of a product with no brand restriction. Here is an example of a product that is brand restricted. Notice the red bar at the top of the page?

Now, if a product meets our sourcing criteria and has no brand restrictions, it's time to create the SKU via Inventory Lab.

Here is the current format we use to create a SKU:

For a single item, we use the following format:

Company Name_SKU_#units_Map_Cost

First, we enter company name. We use this for easy reference in the future and it allows us to pull up all of a company's products with a single search. Next, we enter the SKU. This is the company's SKU for the product or the last 4 of the UPC if they don't have a SKU. We link this to the supplier in Restock Pro so that when we place an order in Restock Pro, we can easily see what to search for when ordering from the supplier. Next is the map. We include this so we can easily ensure that the map is being upheld by everyone. Then, finally, our cost. Being able to reference the cost is important because prices change so frequently on Amazon, and we need to make sure that the profit margin. Here is an example of a SKU for this puzzle game we made using this format.

For a multipacks and variety packs, we use the same format, slightly modified:

Company Name_SKU_#units_Map_Cost

For multipacks, we add the number of units included in the multipack in between SKU and map. Here is an example of a SKU we made for a multipack of 2 for the same item.

For variety packs, we use the multipack SKU format, but we add the additional individual SKUs for each product included in the variety pack:

Company Name_SKU1, SKU2, SKU3_#units_Map_Cost

For example, here is the SKU we made for a variety pack of 2 different wooden puzzle games from Brain Games. We simply added both individual SKUs, 1203 and 1204, to the new SKU. Now, if your custom variety pack SKU is too long for Inventory Lab using this format, simply replace the individual SKUs with "varietypack" and then keep up with the individual SKUs in your google sheet.

Now it's time to save. After all SKUs are created in Inventory Lab, click "Submit & Save" -> "Review Batch" -> "Submit" -> uncheck "Create FBA Shipment." We leave this unchecked because we are simply here to create the SKU only. You'll also leave "Send Product Feeds" checked. This lets Inventory Lab send the SKU you just made to Amazon for you to use there. This usually takes about an hour or two to update in Amazon.

It also can take up to 2 hours to propagate from Amazon to Restock Pro. In that time, we can go to Restock Pro and create the Supplier (company) Alias. You'll do that by simply clicking on "Options" -> "Suppliers" -> "+ Add Supplier." If you haven't watched the Restock Pro demonstration, please do that. After your SKUs have propagated, you can now update the product information. Simply click on the SKU to open the Product Information page. You will then want to fill in the following:

- Supplier Alias
- Supplier SKU
- Cost
- Enter the EAN by copying the FNSKU
- Notes (if needed) – we usually only use this for multipacks and other special circumstances.

Then save changes. Repeat this process for each SKU you added until they've all been updated.

After you've placed your initial order with the supplier, it's time to create the Purchase Order within Restock Pro. First, you'll click "Restock Suggestions" on the left. Then, in the far-right search bar, search the supplier alias. This will pull up all the products you just added for that supplier. In the Order Quantity column (far right), input the totals for each SKU that you ordered. After inputting the quantity for an item, you'll see this popup. If the item is coming to you to process, select cross dock to Amazon option. Then click create order.

You can now use Restock Suggestions to track your inventory levels. Restock Pro makes it easy to see how quickly items are selling, therefore, allowing you to know when to place a reorder. I hope this gives you a better understanding of how Inventory Lab and Restock pro work and how they can benefit you should you decide to use them.

Whether or not you use these specific software packages is less relevant than nailing down a process that will help you expedite adding products and managing inventory.

For us, inventory management was one of our initial big hurdles. We constantly ran out of stock on products. By adding Restock Pro we increased our annual revenue by more than 10% just because we reduced the amount of times that we ran out of stock on products. That wraps up this video. Thanks for watching.

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