



The Wholesale Hold Audit: 8 Checks Before Your Next Big PO

Eight questions worth answering honestly before your next wholesale PO — especially with peak season a few weeks out. If more than two of these give you pause, that's exactly where inventory holds for wholesale customers quietly turn into DTC oversells.

- 1 Do you know, right now, exactly how many units are on hold for each wholesale customer — or does that live in someone's head?
- 2 Is "held for Customer X" a real state in the same system your storefront checks before confirming a sale?
- 3 When a hold is created, does every connected channel see the drop in available-to-sell stock within minutes?
- 4 Can you tell "on hand" from "available to sell" for every SKU — not just the ones that have burned you before?
- 5 If a wholesale hold and a DTC sale are about to collide, does anyone get flagged before the order confirms — or after?
- 6 Does your customer-specific pricing carry any inventory protection with it, or is the price list separate from the reservation entirely?
- 7 If the one person who "just knows" the current holds were out tomorrow, would the numbers still hold up?
- 8 Have you actually tested what happens when a hold and a flash sale hit the same SKU at the same time?

Rule of thumb: a hold that only exists in a spreadsheet or someone's memory isn't a hold — it's a hope. It needs to be a state every channel drawing from that stock pool can see, in real time.