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The Sold-Out Playbook

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The 30-minute checklist, the alternatives prompt, and the chat reply for buyers who wanted the sold-out item.

The idea

When a hero SKU sells out mid-campaign, buyers keep arriving at it — from your banner, your pinned post, your live session. The next 30 minutes decide whether you lose one product or the whole buyer.

The 30-minute checklist

- [ ] List every place that sends traffic to the SKU: banners, vouchers, pinned posts, live pins, ads, chat replies
- [ ] Pick the closest alternative you have stock of
- [ ] Point banners, pins and quick replies to it
- [ ] Pause any ad spend still running on the sold-out SKU
- [ ] Only add a restock date your supplier **confirmed**
- [ ] Write down the time it sold out

The alternatives prompt

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My SKU [name] just sold out. Here is my in-stock list with specs
and prices: [list].
Rank the three closest alternatives for a buyer who wanted [name],
with one line on the difference the buyer should know.
Then write a short chat reply offering the top one.
Don't call it "the same" unless the specs match.
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The chat reply (adapt)

> Sorry — [item] just sold out. The closest we have is [alternative]:
> [one-line difference]. Here's the link: [link].
> If you'd rather wait, we expect it back by [confirmed date].

Delete the last line if you don't have a confirmed date.

The trap

Don't leave your traffic pointing at zero stock. Check every traffic source the moment a hero SKU hits zero.

For 12.12

The time each SKU sold out tells you how much more stock you needed.