

Prime Day Returns Readiness Checklist

**Protect margin
before the return
wave hits**

Prime Day does not end when the order ships. Use this checklist to keep inventory accurate, reduce avoidable returns, and prepare your team to recover value after the sales surge.

Before Prime Day

- ☐ Use Goflow data to review high-return and high-volume SKUs
- ☐ Confirm inventory accuracy across Amazon and other channels
- ☐ Review top listings for return-risk issues
- ☐ Share expected return volume with Axiom

When returns start coming back

- ☐ Keep uninspected returns out of sellable inventory
- ☐ Use Goflow to connect returns back to orders, SKUs, channels, and inventory
- ☐ Send returned units to Axiom for inspection and grading
- ☐ Document damaged, missing, fraudulent, or incomplete returns

Recovery workflow

- ☐ Use Axiom to identify claim opportunities
- ☐ Preserve Goflow order and inventory data for reimbursement review
- ☐ Decide what goes back to FBA, warehouse stock, or liquidation
- ☐ Update sellable inventory only after returns are inspected and cleared

After the return wave

- ☐ Review which SKUs created the most returns
- ☐ Compare return volume against Prime Day sales lift
- ☐ Identify packaging, listing, or fulfillment issues
- ☐ Use return data to improve the next peak event