**SALES SCRIPT TOOLKIT**

**A. Inbound WhatsApp Sales Message (New Lead)**

When to Use: When someone messages your business for the first time via WhatsApp.

SCRIPT:

Hi %firstname%! 👋

Thank you for reaching out to us at [Insert Company Name].  
I’m [Your Name], your business support rep. Please let me know how we can assist you today — whether it's pricing, service info, or how we operate.  
  
We typically respond within a few minutes. Let’s help you get started!

**B. Follow-Up Sales Call Script (After Initial Inquiry)**

When to Use: Use this script when calling a prospect who earlier asked for info but hasn’t taken action.

SCRIPT:

Hello %firstname%, this is [Your Name] from [Insert Company Name].

I hope your day is going well.

You reached out recently about our [product/service], and I just wanted to follow up and see if you had any questions or if you’re ready to take the next step.

We’d love to support you in [benefit area]. Would now be a good time to speak briefly?

**C. Price Objection WhatsApp Script**

When to Use: When a customer says your price is too high.

SCRIPT:

Hi %firstname%, thank you for your feedback. We understand that price is important.

Just so you know, what we offer isn’t just a product — it’s a result-driven solution.

Our [insert offering] includes [list key benefits], and most of our clients say it pays for itself within [insert time]. If you'd like, I can share a success story.

**D. Upsell Message (After Initial Purchase)**

When to Use: Send this after a customer has bought something small.

SCRIPT:

Hi %firstname%, thanks again for your recent order!  
I wanted to let you know we have an upgraded option that could [insert benefit — e.g., save time, increase efficiency, bring faster results].  
  
Would you like a quick breakdown of how it works and what others are saying about it?

**E. Cart Abandonment WhatsApp Reminder**

When to Use: When a customer has not completed a purchase or stopped replying.

SCRIPT:

Hey %firstname%, I noticed you were almost done placing your order.  
Is there anything holding you back? I’m here to help if you have questions, want a quick call, or need a breakdown.

Let’s get you sorted today.

**F. Referral Request Script (After Successful Delivery)**

When to Use: Ask for referrals after a successful transaction or delivery.

SCRIPT:

Hi %firstname%, I’m glad you were happy with our service!  
If you know any friends, family, or business owners who might also benefit, feel free to refer them.

We reward referrals with discounts and bonuses. Thank you for helping us grow 🙏

**G. Testimonial Request Script**

When to Use: Use this to collect testimonials from happy customers.

SCRIPT:

Hi %firstname%! I hope your experience with [Insert Company Name] has been amazing.

Would you mind sharing a short testimonial about how our service helped you?

You can reply here and we’ll use your feedback to keep improving and inspire others. Thank you!