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TEMPLATE KIT

Messages that sell

52 ready-to-copy templates for WhatsApp, Instagram or email: first reply, quote, objections, follow-up, closing, after-sales, reviews and complaints.

WRITTEN BY

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Messages That Sell

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INTRODUCTION

How to use these templates

Fifty-two messages for the moments when most sales are won or lost, and how to adapt them so they sound like you.

Most sales in a small business are decided in a conversation: the first reply, the quote, the doubt, the follow-up. These templates give you a tested starting point for each moment, so you don't start from scratch every time or reply in a rush.

How to adapt them

- **Replace the highlighted parts** in brackets with the real details: name, product, price, timeframe.
- **Change the words** you wouldn't use. If you never say “awesome”, take it out.
- **Shorten:** on WhatsApp, shorter is better. If you can say it in two lines, don't use four.
- **Save them** as quick replies in WhatsApp Business or in a document you keep handy.

Three rules

- [ ] **Never promise what you can't deliver:** timeframes, results, stock.
- [ ] **Respect a “no”:** if someone says no or stops replying after a couple of follow-ups, close kindly and don't push.
- [ ] **Write to people who gave you permission:** mass messages to people who don't know you tend to annoy and may break platform rules.

TO GO DEEPER

These templates come from the method in *Close Sales on WhatsApp*. The book has the full process: how to diagnose, how to present the price, how to handle each objection and how to measure your conversations.

PART I

Before the price

The first reply, the questions to understand what the person needs and how to present the quote.

BEFORE THE PRICE

01

The first reply

The first few minutes decide whether the conversation continues. Reply fast, warmly and with a question.

A good first reply does three things: greets the person by name, answers what was asked (or says when you'll answer it) and ends with a question that moves the conversation forward.

GENERAL INQUIRY TEMPLATE

Hi, **name**! Thanks for getting in touch. I'm **your name** from **business**.
Tell me a bit about what you're looking for so I can recommend what suits you best.

ASKING ABOUT PRICE TEMPLATE

Hi, **name**! **Product** is **price** and includes **what it includes**.
Is it for you or a gift? That way I can also tell you the shipping options.

PRICE DEPENDS ON THE CASE TEMPLATE

Hi, **name**! The price depends on **what it depends on**. To give you an exact figure, could you tell me **detail 1** and **detail 2**?
I'll get back to you today.

OUT OF HOURS — TEMPLATE

Hi, **name**! Thanks for writing. We're closed right now: I'll reply first thing tomorrow. If you'd like to get ahead, tell me what you're looking for and I'll have it ready.

INQUIRY FROM AN AD — TEMPLATE

Hi, **name**! Thanks for writing about **product in the ad**.
Quick summary: **main benefit in one line**. Would you like the price and payment options?

ASKING ABOUT STOCK — TEMPLATE

Hi, **name**! Yes, we have **product** in **available variants**.
Which one do you like best? I'll put it aside while you decide.

REPLYING WITH JUST THE PRICE

"$25." and nothing else. The person has nothing to hold on to and compares on price alone. Add what it includes and a question.

BEFORE THE PRICE

02

Asking and understanding

Short questions to learn what the person needs before recommending, without it feeling like an interrogation.

Recommending without understanding is guessing. Two or three well-chosen questions let you offer what's really useful, and the person feels heard.

WHAT IT'S FOR	TEMPLATE
Great! To recommend the right thing: what will you mainly use it for?	

WHEN THEY NEED IT	TEMPLATE
When do you need it by? That way I can tell you whether we'll make it with **shipping / production / booking**.	

WHAT THEY TRIED BEFORE	TEMPLATE
Have you tried anything similar before? Tell me what you liked and didn't, so I don't recommend the same thing.	

BEFORE THE PRICE

03

The quote

Presenting the price together with what it includes, with options and a clear next step.

A price on its own, with no context, always looks expensive. Presented after what the person needs, with what it includes right beside it, it makes sense.

SIMPLE QUOTE TEMPLATE

Here's the quote for **what**:
- **Item 1**
- **Item 2**
- **Item 3**

Total: **price**. **Payment methods**.
If it works for you, we can start **when**.

THREE OPTIONS TEMPLATE

I've put together three options:
1. **Basic**: **what it includes** · **price**
2. **Recommended**: **what it includes** · **price**
3. **Complete**: **what it includes** · **price**

From what you told me, I'd recommend option 2 because **reason**. What do you think?