FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Close sales on WhatsApp

The conversation system to turn inquiries into clients: from the first message to payment, without sounding like a salesperson, with AI as your assistant.

WRITTEN BY

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FIRST EDITION
2026

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First edition · 2026 · Version 1.0
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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and the one exercise I ask you to do before reading on.

Most small sales aren't lost in the advertising or on the website. They're lost in the chat: between the first question from someone interested and the moment they should have paid.

Someone saw your post, your website or your profile, and messaged you. They already did the hardest part: they found you and raised their hand. From there on, what happens depends almost entirely on how you lead the conversation.

And that's where most people improvise. They reply late, drop a bare price, answer exactly what they were asked and nothing more, wait for the other person to write back and, when they don't, take it as a no.

This book replaces that improvisation with a system. It isn't a system for pressuring anyone: it's an orderly way to help a person who's already interested make a decision, whether it's yes or no.

Who it's for

For anyone who sells a service or a product and gets inquiries on WhatsApp: independent professionals, freelancers who do websites, design or content, private tutors, beauty businesses, repair shops, small product brands, small agencies. If people message you today and you feel many conversations go cold without knowing why, this is for you.

You don't need to know how to sell. In fact, it works better if you don't like “selling”: the method is designed so you lead the conversation with

questions, not pressure.

What you'll have when you finish

- [ ] A WhatsApp Business account ready to work: complete profile, catalog, automated messages and quick replies.
- [ ] Your offer written in the format that works in a chat: short, clear and with a price.
- [ ] A conversation script in five moments: receive, diagnose, present, clear doubts and close.
- [ ] Prepared answers for the usual objections: “it's expensive”, “I'll think about it”, “I need to check”, “I'll let you know”.
- [ ] A payment flow using payment links, with deposit and confirmation.
- [ ] A follow-up cadence for quotes that got no answer.
- [ ] After-sale messages to ask for reviews, repeat purchases and referrals.
- [ ] Prompts so AI can help you draft, review and improve each reply.

How it's organized

Part I prepares the ground: why sales get lost in the chat, how to set up the account and how to write your offer so it makes sense on a phone screen.

Part II is the conversation, moment by moment: the first minutes, the diagnosis, the price, the objections and the close.

Part III is what happens after the yes and after the silence: getting paid, following up without being annoying and turning one sale into the next.

At the end there are four reference appendices: the message library, the AI prompts, the follow-up board and the sources.

About AI in this book

AI won't sell for you. What it does very well is help you write better: shorten a long message, find the right question, prepare answers before you need them and review a conversation that went cold to see where it was lost. Every chapter includes prompts for that.

What I won't suggest is a robot that answers your clients on its own. In a small sale, the human conversation is the advantage. We automate the repetitive parts, not the relationship.

A note on scope

This book teaches a method for sales conversations. It doesn't guarantee sales or income: that depends on your product, your price, your market and how many conversations you have. What you will be able to do is stop losing the sales that were already close.

> **BEFORE YOU TURN THE PAGE**
>
> Open WhatsApp and find the last ten conversations with people who asked and didn't buy. Don't reply yet. Just count: in how many were you the last one to write? In how many was the last message a price? Write down both numbers. We'll use them in chapter 1.

DIAGNOSIS

01

Where sales get lost

It's almost never the price. There are five leaks that repeat in every industry, and all of them can be fixed.

When an inquiry doesn't turn into a sale, the most comfortable explanation is “they thought it was too expensive”. Sometimes it's true. But if you look closely at your conversations, you'll see most of them cooled down before money was even discussed, or right after a number was thrown out with no context.

Before learning how to lead a conversation, it helps to see where it breaks. These are the five most common leaks. Read them with the ten conversations from the previous exercise open next to you.

Leak 1: the delay

Someone messages you on a Tuesday at eleven in the morning. You reply at six in the evening. By then they've already messaged two others, one of them replied in ten minutes and they're already talking.

You don't need to be glued to your phone. You need the first reply to arrive quickly, even if it's just to say you'll answer properly in a while. People who inquire are usually comparing, and the first one who replies with interest sets the pace of the conversation.

FAST ISN'T INSTANT

A first reply within the same part of the day is enough for most businesses. What kills the conversation is hours of silence. Chapter 2 shows you how to use WhatsApp Business automated messages so nobody goes unanswered, and chapter 4 how to organize your chat hours.

Leak 2: the bare price

This is the most frequent leak:

> *— Hi, how much is a website?*
> *— Hi! $1,200.*

And the conversation ends there. The person doesn't know what's included, whether it's a lot or a little, whether it suits them. They have nothing to compare the number to, so they compare it to the only thing they have: the cheapest price they've seen.

Giving the price isn't wrong. Giving it alone is. Chapter 6 teaches you to present it with what's included, who it's for and what the next step is, without dodging the question.

Leak 3: answering the bare minimum

The person asks “do you ship?” and the reply is “Yes”. Correct, and going nowhere. Every reply that doesn't end in a question or a next step hands the initiative back to the other person, who probably won't use it.

Compare it with:

> *— Yes, we ship nationwide. Which city are you writing from? That way I can tell you how long it takes and how much shipping costs.*

Same information, but the conversation continues and now you know something more about the person. This is the idea that runs through the whole book: **you lead with questions.**

Leak 4: nobody asks for the decision

Many conversations reach a point where the person already knows everything they need: what's included, how much it costs, when they get it. And they stall there. Nobody says “shall we get started?”. The seller doesn't want to seem pushy, the client is waiting to be told how to proceed, and both keep waiting.

Asking for the decision isn't pressure. It's making things easy. Chapter 8 gives you the phrases to do it naturally.

Leak 5: silence with no follow-up

The person said “sure, I'll look at it and let you know”. They never did. And you never wrote again because “I don't want to bother them”.

Silence is almost never a no. It's someone who got distracted, had something come up or was left with a question they didn't ask. A well-done follow-up recovers many of those conversations. Chapter 10 gives you the cadence.

Your diagnosis

Go back to your ten conversations and classify each one:

LEAK	SIGN IN THE CHAT
Delay	Hours passed between the inquiry and your first reply
Bare price	Your last message is a number
Bare-minimum reply	Your messages don't end in a question or next step
No ask	The person had all the information and nobody suggested moving forward
No follow-up	The last message is yours or the client's, and nobody wrote again

Most likely, two or three leaks explain almost all your lost sales. Those are your priorities: the chapters that fix them are the ones to read most carefully.

DIAGNOSE A CONVERSATION THAT WENT COLD AI

Act as a sales advisor who helps small businesses sell on WhatsApp. Here's a real conversation with a potential client who didn't buy (personal details removed).

My business: **what you sell and to whom**
Conversation:
paste the conversation here

1. Identify the moment the conversation cooled down and why.
2. Tell me which of these leaks appears: delay, price without context, replies without a question, nobody asked for the decision, lack of follow-up.
3. Rewrite my two weakest messages so they lead the conversation without pressure.
4. Suggest a follow-up message I could send today: short, and with something new.