

FROM INBOX TO INCOME

How to turn chats
into sales



Chatping

Turn WhatsApp Conversations Into Conversions – One Message at a Time

Why Live Chat Is a Sales Channel

Your WhatsApp inbox isn't just for support.
It's a revenue machine if handled right.

Live chat lets you:

- Build trust fast
- Personalize offers on the spot
- Answer objections instantly
- Close sales in real-time

💡 **Many businesses close 30–50% of sales manually via chat – especially for high-ticket or hesitant buyers.**

The Sales Mindset in Chat

Sales via chat is:

- Not pushy
- Not robotic
- Not about pitching everything at once

It's about:

- Listening first
- Asking smart questions
- Making personalized recommendations
- Closing with confidence

The 5-Step Live Selling Framework

➤ Respond Fast

Speed = trust. Respond within 2 minutes if possible.

➤ Understand Their Need

Ask 1–2 questions to clarify:

- "What are you looking for today?"
- "What size or budget range are you thinking?"

➤ Recommend the Right Product

Send 1–2 options (with photos, links, short descriptions)

➤ Handle Objections

Don't argue. Reassure.

➤ Close with a CTA

- "Shall I reserve this one for you?"
- "Want me to send the checkout link here?"

Handling Objections with Confidence

Here are common objections – and how to reply:

➤ **"It's too expensive."**

"Totally understand – this one's actually our best-seller at this price because of [reason]. Want me to show a similar option at a lower range?"

➤ **"Do you deliver to my area?"**

"Yes, we deliver across [Region].
Just drop your location, and I'll check the ETA."

➤ **"I need to check with someone."**

"Of course! I'll keep it on hold for you.
Should I follow up in a few hours?"

➤ **"I've seen this cheaper elsewhere."**

"You might have!

But ours includes [extra feature/warranty/benefit].

I can help you compare if you'd like."

CTA Scripts That Drive Action

Generic CTAs don't convert. Try these instead:

- "Want me to reserve it now?"
- "Can I send the checkout link here?"
- "Would you prefer paying on delivery or online?"
- "Should I add this to your order?"
- "Let me know if you want me to hold the last one."

 **Pro Tip: Use buttons inside Chatping to make the CTA one tap away.**

Cross-Selling & Upselling in Real Time

After they show interest:

- "Most customers who get this also love [X].
Want to take a look?"
- "If you're getting two, I can add a small gift or free delivery."
- "This one comes in a limited edition too – want to see it?"

 **Always upsell after value is established, not before.**

Templates You Can Use Today

➤ Welcome / First Message

"Hey [Name], thanks for reaching out! How can I assist you today?"

➤ Product Recommendation

"Here are two options based on what you mentioned 📌"
[Image + Short Text + Button]

➤ Checkout Prompt

"Ready to order? Just tap below to complete it 🚀"
[CTA Button: Order Now]

➤ Follow-Up

"Just checking in – still interested in [Product]?"

"No pressure, happy to help whenever you're ready!"

When to Automate vs. When to Be Human

✅ Automate

- Greeting / welcome messages
- FAQs (price, hours, delivery)
- Order confirmation
- Abandoned cart pings

🤝 Go manual

- Custom recommendations
- Closing sales
- Handling hesitations
- Upselling bundles

Use bots to qualify, humans to convert.

Tools Inside Chatping That Help You Sell

- 🧠 Bot Factory – Handle FAQs, lead qualifying automatically
- ☎️ Live Chat Inbox – See all conversations in one place
- 🛒 Catalog – Instantly send product cards
- 📊 Analytics – See which messages lead to replies or sales
- 📁 Templates – Reuse your best sales responses

Final Checklist for Chat-to-Sale Success

- Respond within 2 minutes
- Ask 1–2 needs-based questions
- Recommend 1–2 products max
- Include buttons or checkout links
- Handle objections positively
- Always close with a direct CTA
- Follow up if they don't reply
- Use bots to assist, not replace

Let Every Chat Count

With the right mindset and strategy, every message is a chance to convert.

Want to train your team in live selling? Use this e-book as a mini onboarding manual or sales script guide.