Twitter Thread by Tope Olofin



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How I Used Phone Calls and WhatsApp To Close Sale and Increase Profit In my Skin Care Business

In July 2017, I thought I had it all figured out.
I was going to build a successful business and retire to Cape Coast, Ghana.

I believed I had everything covered.

> How to Use Phone Calls to Increase Sales in your ecom bizness
>
> In 2019, I took my skin care company from making N100k/month to making N750k per month
>
> I made one simple change.
> I used WhatsApp to confirm and close every order I received
>
> I\u2019ll do a thread on it at 8:00PM tonight!
>
> — Tope Olofin (@toperants) December 21, 2020

I built a website to showcase my products and process the orders received.
I played around with Instagram and Facebook ads to get more people to view my products and possibly make orders.

And yes, I was also running my content structure on Facebook, Instagram and Twitter.

After about 3 months of hitting a brick wall and a little over 4 fulfilled orders, I decided to take a second look at my marketing playbook. I included a few marketing strategies that brought my sales to an average of N100,000 per month in revenue but I was making zero profit.

In 2018, I came in contact with an e-commerce thread by @ronaldnzimora, worked on my sales process and watched as orders rolled in. My profit improved but I was getting a lot of cancelled orders.

This is when I learnt my first lesson;

1. An order does not mean the sale is been closed.
2. An order simply indicates interest.

From my years of sales and marketing, I know a great way to separate serious orders from the unserious ones is to ask question, make observation and re-present your offer.

Some call this process building rapport or creating a bond

Phone calls & WhatsApp conversation are 2 of the best ways to build rapport

[WARNING] you'll receive a lot of rejection

Because the rejection rate is high, do not attempt to make these calls without a call/chat script

Using call/chat scripts is where the success of closing the sales lies.

With sales scripts, you must

-make sure it has tons of humanity built into it;
-Use words you’re comfortable with;
-Give the reason for the call;

- remind them about the offer they requested for
-address objections they may have.

Here is a snippet of a call script I created to help businesses close more sales

Here is a snippet of how I used another sales script to close the sale on whats app

The conversation is longer than I am willingly to share but here is the ending of that conversation

Call/chat scripts are the holy grail in sales. Don’t play with it.

In the past, I sold each call script for available for N15,000 but in the spirit of Christmas, I’ll be selling it at N5000 for the first 20 people

After that, it goes back up to N15,000. DM me if you want a copy