

Twitter Thread by [Tope Olofin](#)



Tope Olofin

[@topeants](#)



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'll do a thread on it at 8:00PM tonight!

— Tope Olofin (@topeants) [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

Call Script

You: Hello, am I speaking with
[Client's name]

Client: Yes

You: Awesome, my name is [*state your name*] from [*name of company*]. You just ordered the Dead Sea mud mask kit on our website. [wait for a response]

Client: Yes I did

You: Alright I'm calling for 3 reasons

1. I'm calling to confirm the delivery address we have on file.
2. I'm also calling to inform you of the delivery date.

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



Good Morning

05:22

I have been trying to get something to fix my face issue

05:22

Went online and found the dead sea mud mask

05:23

I'm very skeptical about using things for my face, so I usually just leave my face like that

05:24

For two reasons

05:24

1. I dont want something that would start affecting my face

2. I get tired of using things on my face. I believe, once it works i dont need to keep using it

05:26



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

< 21



+234 708 553 2769
online



What about cleansing
moisturizing?

09:35

+234 708 553 2769 ~Oluwati...

What about cleansing moisturizing?

The missing part - cleansing.

We promote using original
Ghanaian black soap and this is
what we sell but for profit
reason, it isn't included in the
box 😊

09:37 ✓✓

You

The missing part - cleansing.

We promote using original Ghanai...

Is the ghanaian black soap for
moisturizing?

09:37



For moisturizing we



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