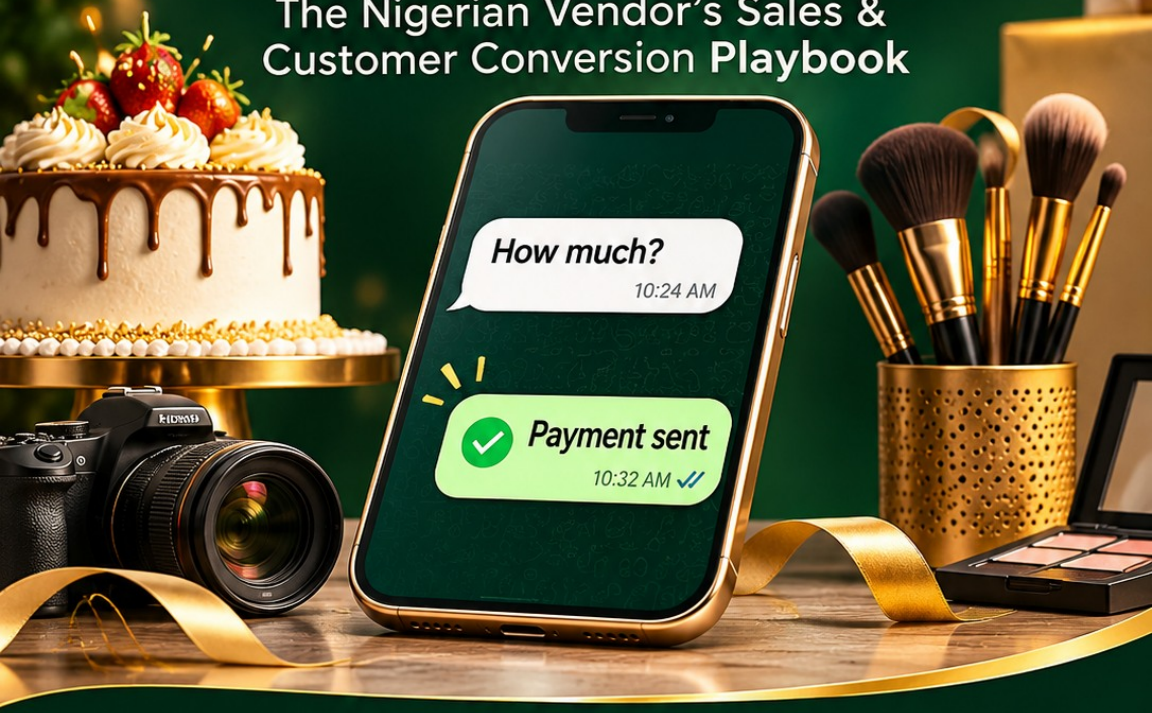
THE FESTIVE BUSINESS EDITION

FROM ‘HOW MUCH?’ TO ‘PAYMENT SENT’

The Nigerian Vendor’s Sales & Customer Conversion **Playbook**



Customer replies • Pricing tools • Festive sales plan

FIELD GUIDE

Your complete sales system

Use this guide alongside the Message Vault, Festive Campaign Planner, Forms and Booking Desk.

01 | Attract and respond

Pages 3–9: choose an offer, set up your sales desk and handle enquiries.

02 | Price and confirm

Pages 10–18: quote, negotiate, follow up, verify deposits and organise bookings.

03 | Promote and retain

Pages 19–25: build a campaign, reconnect, measure results and prepare for January.

How to use

Read the relevant chapter when you need it. All example amounts and conversations are fictional. Adapt to actual costs and customer needs.

CHAPTER 01

Start here: make the next enquiry count

A practical system, not a promise of sales.

Your first 15 minutes

Choose the service that already brings you enquiries. Write its inclusions, price or starting price, service area and available dates. Open the message library and personalise one first reply. Open Booking Desk and practise with fictional details.

What you are building

A repeatable journey: attract interest, understand the request, quote clearly, follow up, verify a deposit, deliver and ask for feedback. You do not need to change everything at once.

What this kit cannot do

It does not generate leads, send WhatsApp messages, verify transfers, process payments or guarantee income. It is a guide and a set of offline tools. You remain responsible for your offers, records and customer communication.

Your first success measure

Record the number of relevant enquiries, quotes and verified deposits for seven days. Compare the next seven days. If demand is low, improve your offer or visibility instead of expecting scripts alone to solve it.

01–05 | First replies

Replace brackets with real information. Send only relevant, appropriate messages.

Price enquiry with a fixed package

Hello [name], our [package] is ₦[price] and includes [scope]. What date do you need it for?

Starting price

Hi ma, [service] starts at ₦[price] for [basic scope]. Send your date and location so I can confirm the full cost.

Custom job

Thanks for reaching out! The price depends on [size/scope]. Can you send a reference picture and your preferred date?

Availability first

Hello! I can check [date] for you. What time do you need the service and where is the venue?

After a Status reply

Thank you for replying to my Status. The package you saw includes [items]. Would you like the full details?

December 1–4

Caption plus a suggested visual for each day.

Day 1 | Open the season

December bookings are open for [service]. Send your date, location and requirements so I can recommend the right package.
Visual: A clear portfolio photo

Day 2 | Show the package

Our [package] includes [three inclusions] from ₦[price]. Need something smaller? Ask about our other options.
Visual: Package photo or price card

Day 3 | Small celebrations

Not every celebration needs a big package. We have [option] for [scope]. Send your date to check availability.
Visual: Real small-job example

Day 4 | Show your work

A closer look at [detail] from a recent job. Which style would you choose?
Visual: Permitted portfolio close-up

PRINT OR WRITE ON A COPY

Quote & deposit summary

Send a clear written summary before requesting payment.

Booking reference / date

Service scope and inclusions

Exclusions / extras

Total quote (₦)

Deposit (₦) / due date

Balance (₦) / due date

Validity / terms agreed

Use the agreed quote and verified payment details. A quote is not a confirmed booking.