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# HOW TO USE WHATSAPP TO SELL RIGHT

AN EXCLUSIVE PRAKRITIK LIFESTYLES WEBINAR

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# THREE BRACKETS FOR SALES FROM WHATSAPP GROUPS

**MEMBERS OF ENGAGED  
WHATSAPP GROUPS THAT  
YOU CREATE**

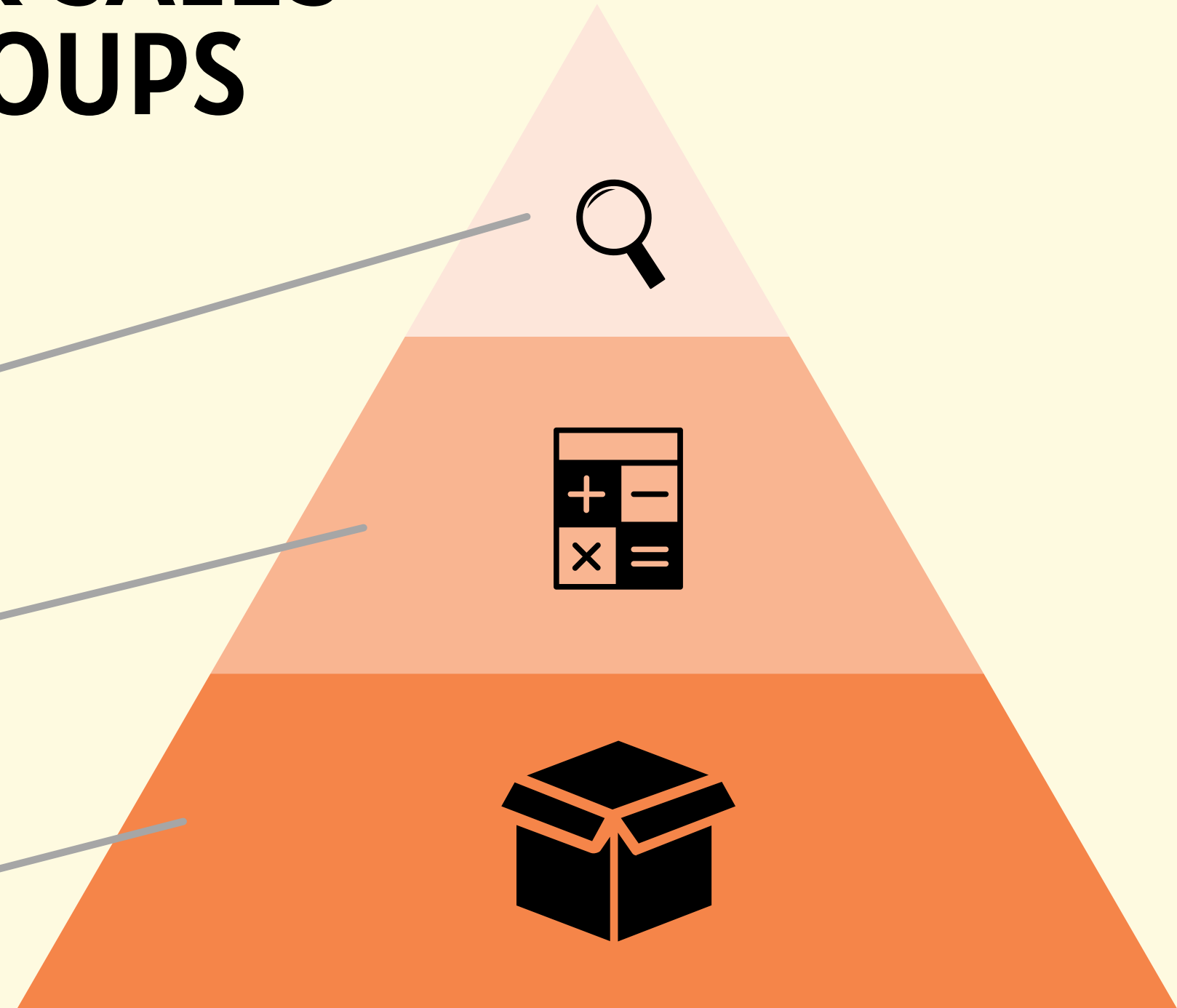
High Order Value - Lesser Convincing

**MEMBERS OF RELEVANT  
WHATSAPP GROUPS THAT  
YOU ENGAGE IN**

Low Order Value - Medium Convincing

**MEMBERS OF WHATSAPP  
GROUPS THAT YOU CREATE**

Medium Order Value - Medium Convincing



# MOST EFFECTIVE PROCESS



## ENGAGEMENT TIME

Keep dedicated time to engage with group members



## PROMOTION

Share product creative and unique selling content



## GROUP ENGAGEMENT

make sure members interact with each other about product preferences



## NEWSLETTER

Share a weekly update on the group about top sold products and offers



## TESTIMONIALS

Keep a day for customers to share testimonials about products.



## WEBINAR

Conduct a fortnightly webinar about upcoming products and offers.

# ENGAGEMENT TIME

## WELCOME MESSAGE

Engagement time in any group will help you create a welcoming environment for yourself.

01

## QUOTATIONS AND SAYINGS

Sharing regular motivational messages helps your audience relate you with a positive feeling.

02

## ABOUT US

Any group is more effective when people know each other. Keep some time to have members introduce themselves.

03

## UPDATES

Use this time to talk about the latest updates about your business. It can be a learning or a celebration

# PROMOTION

## AVOID SPAMMING

Whether it is a group you have created, or joined. Make sure you avoid spamming.

01

### DETAILS

When promoting products mention adequate but required details.

02

### UNIQUENESS

It is ideal to make sure there is something unique about your offering. So, if someone has shared a similar product in the group, make sure you find a unique way to share, or avoid it for the day

03

### TIMELY

Let your promotion be according to group rules and engagement patterns. Don't promote a lot of products at the same time.

# GROUP ENGAGEMENT

## COMMUNITY BUILDING

Engagement time in any group will help you create a welcoming environment for everyone.

01

### POLLS

Asking people to give thier opinions with a poll helps people get to know each other better.

02

### PROBLEM SOLVING

Dedicating a hashtag or a day or a timing to have people share questions and queries so that group members can help each other, will make your group more reliable.

03

### MODERATION

Make sure you moderate posts and replies in the group so that a positive environment is maintained. Steer conversations to boost your sales, when possible

# NEWSLETTER

## COMMUNITY BUILDING

Any community is built better when news and updates are summarised well

01

### CHOOSE A SLOW DAY

Select a low sales day of the group to share updates about your past sales and business.

02

### STORIES

It is always endearing when updates have a real life story with it. Post the story on the group. Make it up, if needed.

03

### NUMBERS

Clear statistics always register faster. So share numbers of top products and its sales on the group. This will help more people buy them.

# TESTIMONIALS

## REVIEWS HELP

That which sells always sells more.  
Testimonials are a great way to brag.

01

### PREPARE IN ADVANCE

Gather testimonials in advance, so that you can share them in the right way at the decided time.

02

### IMAGE AND CAPTION

Use apps like canva to prepare easy testimonial images with the product image and the testimonial. This adds some glamour to the post.

03

### PRODUCT SHARING

Don't forget to share the link of the product AFTER the testimonial for it. People tend to buy faster when it follows a positive review.



# WEBINARS

## INFORMATION IS KING

Taking out time to educate your customers about products goes a long way.

01

### PREPARE IN ADVANCE

Prepare your content in advance. Promotions for webinars need atleast 10 days

02

### EXCLUSIVITY

Organize webinars exclusively for separate groups to ensure that you are keeping to personalized and specific.

03

### SHORT AND SPECIFIC

Don't prolong webinars. Customers have a short attention span. Keep the webinar specific and short.

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**PLEASE ASK  
QUESTIONS IF  
ANY**

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**THANK YOU!**

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