

SALES ABANDONMENT CYCLE

FIRST ABANDONMENT (1 Day after)

Hello **[Name]** Great to connect with you again. I hope you are well this season.

I will love to pick up the last conversation we had, you were interested in our product but the conversation went cold.

Are you still interested in purchasing it?

SECOND ABANDONMENT (3 Days after)

Hello **[Name]**. How are you doing today? It's been awhile since we chatted here. Hope you are well?

Is this a good time to chat? Concerning your pending order, can you please tell me what the issue is and I can try to resolve it. Is it the cost or delivery fees?

The truth is it might seem higher than what you expected, but consider the benefits to your hair and looks, and the fact that you will use it for a long time before it finishes.

In the long run it will save you money and peace of mind when you start seeing results.

We look forward to serving you with this product ma'am. Let's help you help your hair

THIRD ABANDONMENT (6 Days after)

Hello **(prospect's name or handle)**, How are you doing today? This is **(your name)** here.

With respect to the product you enquired about, but haven't completed your order yet, let me quickly show you some testimonials from people like you.

(Proceed to send branded testimonial pictures)

So as you can see, our products deliver on their claims and promises, and will work well for you.

Please let me know how will like to proceed

FOURTH ABANDONMENT (8 Days later)

Hello **(prospect's name or handle)**, this is **(your name)** from African Naturalistas. It's been a while since we chatted here. Hope you are well?

I know you have had enough time to think about our last chat, can I get 2 mins of your time to show you why it is a great deal?

1. Our products are manufactured by a Certified Trichologist and Cosmetic Scientists, and are guaranteed to get you the results you desire with your hair
2. Our products are NAFDAC approved, and certified safe for usage
3. These are the products we use at our Hair Clinic for our clients, and they are tested and trusted

What do you think? Are you ready to pay for yours so we can process your order and deliver to you?

FIFTH ABANDONMENT (10 Days later)

Hello *(Name)*, how are you today?

I am currently checking in on conversations we did not complete, and I will like to find out if this is a great choice for you.

If you do not mind, can I call you to take this forward and discuss any objections you might be having?

SIXTH ABANDONMENT (12 Days later)

Hello *(prospect's name or handle)*, this is *(your name)*. How are you doing today? I hope you are doing good

Just a quick follow up. About *(insert the products or service he/she inquired about)*

What can I do today to make you place the order?

SEVENTH ABANDONMENT (14 Days later)

Hello *(prospect's name or handle)*, this is *(your name)* from African Naturalistas. How are you? It's been tough trying to reach you. Our past messages have been read but not replied.

I know you are quite busy, I just wanted to try one last time to follow up on your inquiry. Can you just reply with a...

- 1 - if you will still like to discuss the product or reply with a
- 2 - if we should never disturb you again.

We appreciate you.