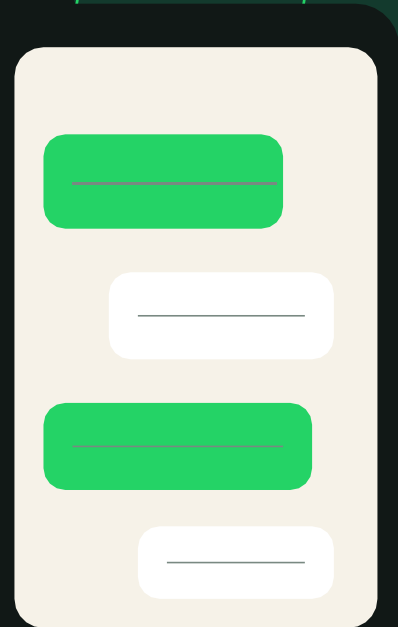


BLUE HARBOR EDITIONS

WHATSAPP SALES PLAYBOOK

130 scripts ready for local
businesses and professionals



130 SCRIPT | 12 PLAYBOOK | 12 NICCHIE | CRM EXCEL



ATTRAI

with
consensus



**CONVERSA
TION**

with method



CONVERTED

Pressure-free

MORE USEFUL ANSWERS. MORE FOLLOW-UP. MORE MEASURABLE CONVERSIONS.

Authorized contacts only. Easy opt-out. No guaranteed results.

2026 EDITION | CODE BH-016 | UPDATED JULY 24, 2026



BLUE HARBOR
STUDIO

WhatsApp Sales Playbook

130 scripts ready for local businesses and professionals

Blue Harbor Editions · BH-016 · Italian edition 2026

OBJECTIVE

Turning WhatsApp into an orderly business channel: authorized contact, helpful response, qualification, proposal, follow-up, closing, and relationship. It is not a spam system and does not guarantee sales.

Legal and Platform Notice

This product is informational and operational. WhatsApp rules, features, pricing, support windows, message categories, and marketing policies may change. Always check your policy, documentation, contract, and applicable law. For legal concerns, privacy, regulated industries or large-scale campaigns, use qualified professionals.

CONSENT BEFORE PROMOTION

Only contact people on WhatsApp who have given you the number and authorized the relevant messages. Record source, date, purpose, and proof of opt-in; Make it easy to opt-out and comply with it immediately.

Privacy and data

Don't ask for passwords, full card numbers, documents, or unnecessary sensitive data. Restrict access to chats and CRM, enforce consistent retention times, secure exports and backups, and don't share conversations between customers.

License

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Table of Contents

WhatsApp Sales Playbook	2
Table of Contents	3
Quick Start: operational in 60 minutes	6
Selling by Conversation	7
1. Choose App or Platform	8
2. Profile that reduces questions.....	9
3. Opt-in and expectations.....	10
4. Tone and structure	11
5. Qualification without questioning.....	12
6. Offer and quotation.....	13
7. Follow-up that adds value	14
8. Objections.....	15
9. Appointments and no-shows	16
10. Payment and closing.....	17
11. Post-country referral	18
12. Metrics and improvement	19
Out-of-the-box pipeline	20
Lead inbound da sito o QR	21
Price request.....	22
Booking.....	23
Quote sent.....	24
Price objection	25
Abandoned conversation	26
No-show.....	27

After-sales	28
Customer reactivation.....	29
Local promotion	30
Review and referrals.....	31
Claim and recovery	32
Copy-paste library.....	33
Adaptation by activity	99
Restaurants and clubs	100
Hairdressers and aesthetics	101
Gyms and personal trainers	102
Real Estate.....	103
Craftsmen and maintenance.....	104
Consultants and freelancers.....	105
Tutors and training	106
Cars & Workshops.....	107
Retail and shops	108
Accommodation facilities	109
Pet sitter and pet services	110
Photographers & Events.....	111
Printable templates.....	112
Business profile card.....	113
Registro opt-in	114
Lead card.....	115
Conversation brief	116
Map labels	117
Chat quote.....	118

Calendario follow-up	119
Objection log	120
Appointment	121
Authorized campaign	122
Quality gate message	123
Review mensile.....	124
30-day plan.....	125
Weekly 30-minute review	129
Official sources and version control	130

Quick Start: operational in 60 minutes

Don't start by copying a script at random. First prepare the promise, consensus, pipeline, and next action.

Time	Action	Result
0-10 min	Profile	Consistent name, description, hours, site, email, and offer.
10-20 min	Labels	New lead, qualified, quote, follow-up, customer, opt-out.
20-30 min	Opt-in	Consent phrase, source, date, category, and manner of revocation.
30-40 min	Quick replies	Greeting, qualification, availability, price, appointment, closing.
40-50 min	Pipeline	Owner, value, stage, next action, and follow-up date.
50-60 min	Testing	Five authorized, recorded and reviewed conversations.

NEXT ACTION RULE

Every active chat must end with a simple question, a concrete choice, or a specific date. Never leave the lead in a generic "let me know".

The C.H.A.T. method

Letter	Action	Question
C	Context	Why did the person write and what do they expect?
H	Help first	What useful information can I give right away?
A	Progress	What is the smallest step towards decision or appointment?
T	Track	What do I record in the CRM and when do I get back in touch?

Message formula

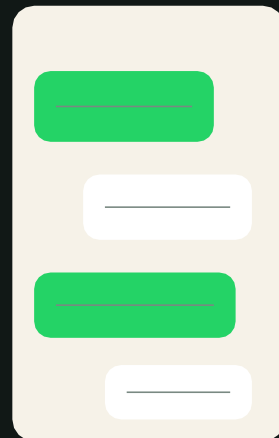
4 LINES

[PERSONAL CONTEXT] + [HELPFUL ANSWER] + [SPECIFIC PROPOSAL] + [QUESTION OF YOUR CHOICE].
Keep only one primary action per message.

PART I | SYSTEM

Selling by Conversation

Configuration, consent, qualification, follow-up, objections, appointments, payment, and metrics.



1. Choose App or Platform

WhatsApp Business App is suitable for many businesses that manually manage conversations. The Business Platform is needed when you need integrations, automation, teams, and messaging at scale.

- App: Profile, greeting, away message, quick replies, labels, catalog, links and tools available in the country/account.
- Platform: Approved templates for starting conversations, support window, automations, routing, and CRM integration.
- Don't build processes on a feature seen online: check availability in your account and country.
- If more people respond, define owner, tone, SLA, and handover.

CHOICE

Start with the simplest solution that ensures control, consent, and continuity; switch to Platform when volume and complexity warrant it.