

1 SCRIPT 1: MARKET WALK-UP

Objective: Start a conversation without sounding like a salesperson.

Agent:

Good morning, ma.

Can I ask you one quick question?

How do you currently keep track of your daily sales and expenses?

(Let them answer.)

Most business owners tell me they use a notebook or they try to remember everything.

That's exactly why I'm here.

There's a simple WhatsApp tool called BOS that records your sales, expenses and customers who owe you money.

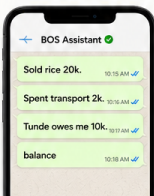
You don't need to download an app.

You just send WhatsApp messages like you're chatting normally.

Can I show you how it works? It'll take less than a minute.

2 SCRIPT 2: THE 60-SECOND DEMO

Objective: Show, don't explain.



Let's imagine you just sold a bag of rice for ₦20,000.

You simply type:

"Sold rice 20k."

Now let's say you spent ₦2,000 on transport.

Type:

"Spent transport 2k."

If someone owes you ₦10,000, you type:

"Tunde owes me 10k."

That's it.

Every evening, BOS sends you your profit, expenses, debtors and stock updates automatically inside WhatsApp.

3 SCRIPT 3: WHEN THEY SAY "I USE A NOTEBOOK"

Objective: Position BOS as an upgrade, not a replacement.

Agent

That's actually how many of our customers started.

The difference is that notebooks can't remind you who owes money, calculate your profit automatically or send you an evening business summary.

BOS does all of that while you keep using WhatsApp like you already do.

4 SCRIPT 4: WHEN THEY SAY "I'LL THINK ABOUT IT"

Agent

That's completely fine.

Before you decide, let me ask one question.

If I asked you right now how much profit you've made this week, could you answer immediately?

That's the problem BOS solves.

The good news is you don't have to pay today.

You can start with the free plan and see how it works for yourself.

5 SCRIPT 5: WHEN THEY SAY "I DON'T NEED IT"

Agent

I understand.

Can I ask you something?

How do you know:

- Today's profit?
- Who still owes you money?
- Which product is running out?

If you're already tracking all of that perfectly, then you may not need BOS.

But if any of those are difficult, BOS can save you time and help you avoid costly mistakes.

6 SCRIPT 6: CLOSING THE SALE

You're ready to start.

It only takes a minute.

I'll help you send your first message to BOS on WhatsApp.

Your first 75 transactions are free, so you can see how it fits your business before choosing a plan.

Let's get you set up now.

COMMON OBJECTIONS & RESPONSES

	OBJECTION	RESPONSE
	"I don't have time."	"That's why BOS works inside WhatsApp. It fits into what you're already doing."
	"I'm not good with technology."	"If you can send a WhatsApp message, you can use BOS."
	"It's too expensive."	"Many business owners recover the cost by avoiding just one forgotten debt or missed expense."
	"I'll start next month."	"The sooner you start recording, the sooner you'll have a complete picture of your business."
	"I already use Excel."	"Excel is powerful, but BOS lets you record transactions in real time from your phone while you're serving customers."

★ AGENT GOLDEN RULES

1

Ask before you explain.

Start with questions that uncover the business owner's current process.

2

Demonstrate within the first minute.



A live WhatsApp example is more convincing than a long explanation.

3

Focus on outcomes, not features.



Talk about knowing profit, tracking debtors and avoiding stock-outs rather than menus or dashboards.

4

Keep the setup simple.



Emphasize that there's no new app to learn and they can start with the free plan.

5

Always ask for the next step.



End every conversation with a clear action: "Let's get you started on WhatsApp."