HOW TO USE THIS MANUAL

Contents

	Opening letter	3
01	Why a conversation goes cold	4
02	The six rules	5
03	The first five minutes	9
04	Reading what the person really wants	10
05	The angry customer	12
06	Saying no without losing the customer	16
07	Twenty-four messages to copy and adapt	17
08	Silence, follow-up and reviews	20
09	Twelve mistakes that cost customers	22
10	Audit your last ten chats	23
11	The LuxureClean case	25
	Your week and next step	26
	Annex: prompt to adapt this to your business	27

First time

Read it in order. About two hours, unhurried. Chapters 2, 5 and 10 are the ones that change what you do tomorrow.

After that

Use it as a reference. Keep chapter 7 open where you reply, and go back to the chapter 10 audit once a month with real chats.

How to read the messages

Anything in brackets, like [NAME] or [PRICE], you replace with your real data before sending. Never send a bracket.

The example conversations are **adapted**: real situations that keep repeating, rewritten with another industry, other names and other numbers.

> WHAT THIS MANUAL DOES NOT DO
>
> It won't bring you customers, it won't fix a bad offer, and it won't help if you answer once and disappear. It helps the conversations that already reach you not get lost in how you reply.

OPENING LETTER

This didn't come from theory. It came from more than two years in the trenches.

I've spent more than two years as head of support for apps that need coverage 24 hours a day, all year. I personally handle more than 200 chats a week and the whole team passes 800. At that volume the same mistakes repeat every day, across different businesses and different people.

Before writing this I went back through 261 real conversations, one by one, to organize what I saw: what the person asked, what was answered, where it went cold and where it was saved. It's a small sample, but it contains everything that repeats. This manual is that summary, ordered so you can use it the same day.

An honest note: that experience is in support, not sales. The patterns still apply to anyone selling by chat, because the person writing wants the same thing in both cases: to be understood, to get a complete answer, and to be told what happens next.

I won't promise that this makes you sell some percentage more. I don't have that number and I distrust anyone who gives one. What I do have is the map of where a conversation gets lost and how to fix it.

+2

years as head of support, with 24/7 coverage all year

+800

chats a week across the team, 200+ handled by me

261

conversations reviewed one by one for this manual

Brian Salazar

Guatire, November 2026

CHAPTER 7 · GROUPS A AND B

Twenty-four messages

Grouped by the moment you're in, not by industry, because the moment matters more than the industry. Copy, change the brackets and save the ones you use as quick replies.

1 Price of a service

They ask "how much?" with no other details

Hi, thanks for writing to [BUSINESS]. The [SERVICE] starts at $[PRICE] and includes [INCLUDES]. The final price depends on [VARIABLE]. Can you tell me [MISSING DETAIL] and I'll confirm the exact one?

2 Price of a product

They ask about a specific one

Hi. The [PRODUCT] is $[PRICE] and right now [N LEFT / IN STOCK]. Delivery to [AREA] is [CONDITION]. Shall I set it aside in your name?

3 Several options

There are tiers and you don't know which they need

We have three options: [OPTION 1] for $[X], [OPTION 2] for $[Y] and [OPTION 3] for $[Z]. The difference is [SIMPLE DIFFERENCE]. What do you need it for? With that I'll tell you which suits you, even if it's the cheapest.

4 You can't give the price yet

It depends on an inspection or a measurement

That price depends on [VARIABLE], so I don't want to give you a number that later changes. If you send me [DETAIL OR PHOTO], I'll confirm it today. In similar cases it runs from $[MIN] to $[MAX].

5 They come from Instagram or an ad

You want to organize the conversation

Hi, [NAME], I saw you on Instagram. Here I'll send the full details so they don't get lost: [SUMMARY WITH PRICE AND CONDITION]. Shall we continue here?

6 A detail is missing to quote

You know what they want but can't quote

Perfect, we do that. To give you the exact price I only need [DETAIL]. As soon as you send it, I'll confirm price and availability in this same chat.

7 You need a photo

Services, repairs or used products

So I don't guess, can you send me a photo of [WHAT YOU NEED TO SEE]? With the photo I'll tell you what can be done, how much it costs and how long it takes, all in one message.

8 Question about area

They want to know if you reach them or what shipping costs

Yes, we work in [AREA]. There [CONDITION: cost, surcharge or minimum]. If you confirm your neighborhood, I'll give you the exact total with everything included, no surprises later.