

10 HIGH- CONVERTING WHATSAPP SALES SCRIPTS TEMPLATE



These templates will help your book buyers quickly start closing deals and they are tailored for Nigerian solar businesses.

10 WhatsApp Sales Scripts for Solar Entrepreneurs

1. The "Generator Pain" Hook

🔑 **Purpose:** Engage generator users

💬 **Message:**

Hi [Name], I noticed you're still spending ₦25,000+ every month on diesel. What if I showed you a solar system that eliminates generator costs **forever?

🛒 *No fuel. No noise. Just 24/7 light.*

Interested in a free quote? Reply 'SOLAR' now!"*

2. The "Price Shock" Comparison

🔑 **Purpose:** Overcome "solar is expensive" objections

💬 **Message:**

Quick question: Did you know a ₦3M solar system actually **saves you money?

- ◇ *Generator Cost (3 years): ₦2.5M* (fuel + maintenance)
- ◇ *Solar Cost (3 years): ₦3M* (one-time payment)

*After 3 years? Solar gives you **FREE power for 20+ years!***

Want to see options for your home/business? Reply 'YES'!"*

3. The "Urgency" Script

 **Purpose:** Push for quick decisions

 **Message:**

*"🔔 **Last Chance!** Our Q2 solar discount ends **TOMORROW**."

✓ 5% off all 5KVA systems

✓ Free maintenance for 1 year

✓ Installation within 7 days

Only **3 slots left!** Reply 'DEAL' to lock in your savings now!"*

4. The "Social Proof" Script

 **Purpose:** Build trust with real examples

 **Message:**

*"Hi [Name], meet *Mr. Ade in Lekki* – he used to spend ~~₦~~40,000/month on diesel.

After installing our **5KVA solar system**, he now pays **ZERO** on fuel!

 *Watch his 1-min testimonial here:* [Link]

Want similar results? Reply 'HOW' for a free consultation!"*

5. The "Business Owner" Pitch

 **Purpose:** Target SMEs

 **Message:**

*"Hi [Business Name],

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Are unpredictable power cuts affecting your sales? Our **business solar packages** help:

- ✓ Run shops/offices **24/7**
- ✓ Cut energy costs by **60%**
- ✓ Pay over **12-36 months**

Example: A pharmacy in Surulere saved **₦120,000/month** after switching.

Interested? Reply 'BIZ' for a custom quote!""*

6. The "Religious Center" Offer

 **Purpose:** Sell to churches/mosques

 **Message:**

""Dear [Leader's Name],

No more generator embarrassment during services! Our **church solar solutions** offer:

- ☒ Silent, uninterrupted power
- ☒ 10-year warranty on panels
- ☒ **Pay small-small over 3 years**

*First 5 bookings get **free energy audit!***

Reply 'POWER' to discuss.""*

7. The "Follow-Up" Script

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🔑 **Purpose:** Re-engage leads

💬 **Message:**

*"Hi [Name], circling back – did you decide on solar yet?"

⚠️ *Fuel prices just hit ₦1,200/litre!*

Our **₦2.8M 5KVA system** pays for itself in **2.5 years**, then gives FREE power.

Want to see payment plans? Reply 'READY'!"*

8. The "Rural Electrification" Pitch

🔑 **Purpose:** Sell to off-grid communities

💬 **Message:**

*"Tired of darkness? Our **Pay-As-You-Go Solar** lets you:

- ◇ Get light **today** for just ₦1,500/day
- ◇ Own the system fully after 2 years
- ◇ Power TVs, fans, & phones

50+ homes in [Village] already switched!

Reply 'LIGHT' to join them."*

9. The "Maintenance Upsell

🔑 **Purpose:** Monetize existing customers

💬 **Message:**

*"Hi [Customer's Name],

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Is your solar system performing at **100%**? Most lose **30% efficiency** without maintenance!

Our **₦25,000/year plan** includes:

- ✓ Panel cleaning
- ✓ Battery check-up
- ✓ Priority support

*Renew now & get **free surge protector!***

Reply 'CARE' to secure your slot!"*

10. The "Referral Incentive" Script

✍️ **Purpose:** Leverage word-of-mouth

💬 **Message:**

*" 🤖 **Earn ₦20,000 Cash Per Referral!**

Know someone needing solar? Introduce them to us, and get:

- ☒ ₦20,000 when they buy
- ☒ *Bonus ₦10,000 for 5+ referrals*

Just forward this message to them and CC us!

Your solar connection,

[Your Name]

[Company] 🌞"

Why These Work?

- ✓ **Nigerian-centric** – Uses local pricing, pain points
- ✓ **Clear CTAs** – "Reply XYZ" drives action

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✓ **Social proof** – Real examples build trust

✓ **Urgency/scarcity** – Triggers quick decisions

Pro Tip: Save these as **WhatsApp quick replies** for faster sales!

