

■ The Trinidadian Business Guide to WhatsApp Sales

Turn Messages Into Sales in Trinidad & Tobago

Why WhatsApp?

WhatsApp is where your customers are. This guide shows you how to transform it into a 24/7 sales channel, even when you're busy.

1 ■ Setting Up WhatsApp Business

Step 1: Download WhatsApp Business

Available on iOS and Android. It's free and separate from your personal WhatsApp account.

Step 2: Create Your Business Profile

Add your business name, description, website, and contact information. This is what customers see when they message you.

Step 3: Set Up Quick Replies

Create templates for common questions: 'What are your hours?', 'How much does this cost?', 'Can I order for delivery?'

2 ■ Creating Your Product Catalog

WhatsApp Business lets you create a product catalog that customers can browse directly in the app. This is your digital storefront.

- ✓ Product name and description
- ✓ Price in TTD
- ✓ High-quality photos
- ✓ Availability status
- ✓ Category (e.g., 'Lunch Specials', 'Haircuts', 'Dresses')

3 ■■ Automation Best Practices

Instant Greetings: Welcome new customers with a friendly message explaining what you offer and how to order.

Away Messages: Let customers know your business hours and when you'll respond. 'Thanks for messaging! We're open 9am-6pm. We'll reply within 1 hour.'

Order Confirmations: Always confirm orders with a summary of what was ordered, price, and delivery/pickup details.

4 ■■ Linking Instagram to WhatsApp

Add a WhatsApp button to your Instagram bio. When customers click it, they go directly to a WhatsApp conversation with you. This closes the gap between discovery and sales.

5 ■■ Common Mistakes to Avoid

- Slow responses (aim for under 1 hour)
- No product photos or unclear descriptions
- Ignoring customer messages
- No clear pricing or payment instructions
- Mixing personal and business conversations

■ Your Next Step

Start with WhatsApp Business today. Set up your profile, add your top 10 products, and create 3-5 quick replies. Within a week, you'll see the difference instant responses make to your sales.