PATRIY

WhatsApp Sales Playbook

The real cost of a missed message, the conversation pattern that closes, and the two-minute rule that makes it all work.

A Patriy Resources Guide

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About this guide

WhatsApp is where your customers already are. This playbook covers the honest math on what a missed message costs, the seven-message pattern of a conversation that closes, and the two-minute reply rule behind it all. Written for business owners who answer their own DMs — and for the AI that answers when they cannot.

The real cost of a missed WhatsApp message

A customer messages your business on WhatsApp at 7:42 PM. You are having dinner. By the time you reply at 9:15 PM, they have already booked with your competitor.

What did that cost you?

The obvious answer is the sale. If your average transaction is UGX 50,000, you lost UGX 50,000. But the real cost is larger.

First, there is the referral. Happy customers tell friends. In Uganda's business culture, word of mouth is the primary marketing channel for most small businesses. A customer who never became a customer refers no one.

Second, there is the review. Or rather, the review that does not exist. Every completed transaction is a chance for a Google review, a testimonial, a social media mention. Missed sales produce none of these.

Third, there is the repeat business. A first-time buyer who has a good experience comes back. Customer acquisition is expensive; retention is cheap. When you lose the first sale, you lose the cheaper second, third, and tenth sales too.

A conservative multiplier: each missed conversation costs 2-3x the immediate transaction value over time.

Now multiply by frequency. If you miss two messages a week — because you were busy, asleep, or simply did not see the notification — that is 100+ missed conversations a year. At UGX 50,000 average value times a 2x multiplier, that is UGX 10 million walking past your business every year.

This is not a guilt trip. You cannot be awake 24 hours a day. The point is that the problem is structural, not personal. The solution is not "try harder to reply faster." The solution is a system that replies when you cannot.

That is what Patriy does. Maya answers in the first two minutes, qualifies the inquiry, and either books the customer or flags the conversation for your personal attention. You sleep. The business does not stop.

The math is honest: no system converts 100% of conversations. But converting 70% of the ones you used to miss entirely is transformative.

From DM to deal: anatomy of a conversation that closes

Let us walk through a real pattern. Not a hypothetical — this is the shape of thousands of conversations that turn DMs into deals.

Message 1 — The customer: "Hi, how much is this?" (with a screenshot of your product)

This is the most common opening message in social commerce. The customer has intent but no commitment. They are browsing, comparing, curious. Your response in the next two minutes determines whether this goes anywhere.

Message 2 — You (or Maya): "Hi! That one is UGX 85,000. We have it in black, brown, and tan — which color catches your eye?"

Three things happened: you answered the price directly (no "DM for price" games), you gave useful additional information (colors), and you asked a question that moves the conversation forward. The question is key. Statements end conversations. Questions continue them.

Message 3 — The customer: "Brown. Do you deliver?"

Buying temperature rising. They have chosen a variant, which means they are imagining owning it. The delivery question is a logistics check, not an objection.

Message 4 — You: "Yes, we deliver anywhere in Kampala for UGX 5,000, usually within 2 hours. What area are you in?"

Again: direct answer, useful detail, forward-moving question. You are also subtly conveying reliability — "usually within 2 hours" sets an expectation you can beat.

Message 5 — The customer: "Ntinda"

Message 6 — You: "Great, we deliver to Ntinda regularly. Total would be UGX 90,000 including delivery. Would you like me to send a payment link, or do you prefer cash on delivery?"

This is the close. Notice what happened: you summarized the total (no surprise fees), and you gave two payment options. You did not ask "do you want to buy?" — you asked HOW they want to pay. This is called an assumptive close, and it works because the customer has already decided. You are just making it easy.

Message 7 — The customer: "Send the link"

Done. Seven messages. Maybe four minutes total.

Now here is what most businesses get wrong at each step:

At Message 2, they say "DM for price" or take hours to reply. The customer moves on.

At Message 4, they give vague delivery info: "Yes we deliver." The customer has to ask follow-up questions, adding friction.

At Message 6, they ask "Are you interested?" instead of offering payment options. This gives the customer an easy "I will think about it" exit.

The pattern is consistent: speed, directness, and forward momentum close deals. Hesitation, vagueness, and friction kill them.

Maya is trained on this pattern. She answers in two minutes, gives direct answers with useful details, asks forward-moving questions, and offers payment options at the right moment. She does not do this because she is clever. She does it because this is what works, message after message, across thousands of conversations.

You could do all of this yourself. The question is whether you can do it at 11 PM, for the fifteenth conversation that day, without getting tired or distracted. Maya can.

The 2-minute reply rule: why speed beats perfection in customer conversations

Here is an uncomfortable truth about customer conversations: speed matters more than quality.

Not because quality does not matter. It does. But because the customer has already decided within the first few minutes whether you are responsive or not. A perfect answer that arrives in two hours loses to a good-enough answer that arrives in two minutes.

Why? Because the customer is not comparing your answer to a perfect answer. They are comparing your response time to your competitor's response time. And they are usually messaging three businesses at once.

The data backs this up. Studies across industries consistently show that responding within 5 minutes dramatically increases conversion compared to responding within 30 minutes. After an hour, the customer has mentally moved on.

But here is the problem: you cannot always reply in two minutes. You are in a meeting. You are driving. You are asleep. You are serving another customer. The 2-minute rule is simple to understand and impossible to follow manually.

This is exactly the kind of problem AI solves well. Not because AI gives better answers than you — it does not, especially for complex questions. But because AI gives fast answers to common questions, which is what most inbound messages are.

> *"What are your opening hours?"*
>
> *"Do you deliver to [area]?"*
>
> *"How much is [product]?"*
>
> *"Can I book for Saturday?"*

These are not questions that need your personal wisdom. They need a fast, accurate, friendly response. Maya handles these in under two minutes, every time, including at 2 AM.

For everything else — the unusual request, the unhappy customer, the complex negotiation — Maya flags it for you with context: "Customer asked about bulk pricing for 50 units. Suggested you reply personally."

The 2-minute rule is not about being a robot. It is about making sure no customer ever feels ignored. The fastest way to earn trust is to show up quickly. The fastest way to lose it is silence.

Set up Maya once. She replies in two minutes forever.

Try Patriy free

Conversations, CRM, sales, bookings and automation in one workspace — with Maya, the intelligence inside.

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