

# **SALES COMMUNICATION TEMPLATES**

50+ Sales Script to turn Enquiries  
into Sales For Bakers



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# INTRODUCTION

Any business, including a baking business, must attract prospective customers by running Facebook and Instagram sponsored ads or other means. However, getting prospective customers to message your business for enquiries is only the beginning of your marketing journey.

In most cases when prospective customers message our business, we let them make enquiries and also let them decide whether or not to purchase; we do not try to influence their decision by making an attempt to convince them that our business is the best choice for their events and celebrations.

To convert those enquiries into actual sales, you need a well-rounded strategy that involves not only attracting potential customers but also nurturing and convincing them to make a purchase. These strategies involve proper communication which many businesses lack.

Most businesses fail to make sales because they either are rude, impatient, or scared to outrightly ask prospective clients to make a purchase. And this is where effective communication comes in.

Converting enquiries to sales for a baking business requires a personal and persuasive approach. The following templates show you **50+** different ways to communicate effectively with prospective customers while turning them into paying clients.

# ELEMENTS OF A GOOD SALES CONVERSATION

Effective sales conversations rely heavily on soft skills to build rapport, establish trust, and guide potential customers toward a purchase. Here are key soft skills essential for a successful sales conversation

**1. Active Listening:** Actively listen to the customer's needs, concerns, and preferences. Engage by asking relevant follow-up questions to show understanding and empathy.

**2. Empathy:** Understand the customer's perspective, empathize with their challenges, and tailor your approach to address their specific needs and pain points.

**3. Communication Skills:** Clearly articulate the value proposition, benefits, and features of the product or service in a way that resonates with the customer. Adapt your communication style to match theirs for better understanding.

**4. Building Rapport:** Create a connection by finding common ground, being authentic, and showing genuine interest in the customer's well-being. This helps in establishing trust and a positive relationship.

**5. Problem-Solving:** Be solution-oriented. Identify the customer's problems or concerns and present your product or service as a viable solution.

**6. Adaptability:** Be flexible and adaptable in your approach. Adjust your communication based on the customer's responses and needs.

**7. Patience and Resilience:** Sales conversations might face objections or challenges. Patience and resilience are crucial to navigate objections gracefully and persist in guiding the conversation positively.

**8. Confidence:** Display confidence in your product or service. Confidence instills trust in the customer and helps convey the belief in what you're offering.

**9. Closing Skills:** Guide the conversation toward a clear call-to-action. Understand when and how to ask for the sale without being pushy. Your job is to communicate your value and convince them to make a purchase. However, the decision to buy still depends solely on the client.

**10. Follow-Up and Relationship Building:** After the conversation, follow up with the customer, providing additional information if needed. Building a long-term relationship is often as important as making the initial sale.

Soft skills play a critical role in sales conversations by fostering trust, understanding, and a positive customer experience. Mastering these skills can significantly enhance your sales closing skills.

## EFFECTIVE COMMUNICATION

Converting enquiries into successful sales for your baking business is essential for your business growth and it requires effective communication. To fully understand the templates, let's first analyze this conversation between a baker and a very rude client.

Dealing with a rude prospective customer can be challenging, but maintaining professionalism and patience is key.

### Sample conversation between a baker and a difficult customer

**Baker (B):** Hello! Thank you for reaching out to [Your Baking Business]. How can I assist you today?

**Rude Customer (RC):** Oh! You finally decided to reply. I need a cake for my event, but your response rate is very slow. I doubt if you can deliver a quality cake or even offer a good service.

**B:** Sincere apologies for the late response. I appreciate your inquiry. We bake only quality and fresh cakes at our bakery, and I'd be happy to discuss your requirements. What type of event are you planning?

**RC:** That's none of your business. Just make sure it's not another disappointment like your slow replies.

**B:** I'm sorry to hear you've had a negative experience. We value your feedback. To better assist you, could you share more details about the event? Any specific theme or flavor preferences?

**RC:** Ugh, just make a cake. I don't have time for your questions.

**B:** I understand the urgency. We offer a range of cakes suitable for various occasions. Do you have a particular design in mind, or would you prefer something simple yet classic?

**RC:** I want it to look good. Can you do that?

**B:** Absolutely, we specialize in creating visually appealing cakes. To ensure we capture your vision, do you have any preferred colors, flavours, decorations, or themes for the cake?

**RC:** All of these questions are very unnecessary. But make it blue, vanilla flavour, moderate size and add some fancy stuff. I hate Fondant! You know your job, so figure out the rest.

**B:** Great! Blue it is. Vanilla flavour, 10 inches and I would suggest whipped cream frosting. For the "fancy stuff," we can include decorative elements like chocolates and oreos cookies. Is this okay by you?

**RC:** Whatever. Just don't mess it up.

**B:** Based on the details you have provided, it would cost [Insert price] and to confirm your order, we require a 50% deposit. Once that's settled, I'll send you a detailed confirmation. When would you like the cake delivered?

**RC:** Fine. Just get it done by Saturday evening.

**B:** Perfect! I'll send you the payment details shortly. Once we receive the deposit, we'll proceed with the design, and you'll have a chance to review and approve it before the event.

**RC:** Finally, someone is making sense instead of beating around the bush.

**B:** I appreciate your patience. We'll make sure the cake is not only visually stunning but also a delicious highlight at your event. You'll receive the payment details shortly.

**RC:** Better be fast about it before I change my mind.

**B:** Our team has received your 50% deposit. Thank you for choosing [Your Baking Business]. We look forward to creating a cake that exceeds your expectations. If you have any more details or requests, feel free to share them. We're here to make your event special.

## **Analysis of the Conversation:**

In this conversation, the baker maintained a calm and professional demeanor despite the customer's rudeness. By asking specific questions about the event and the customer's preferences, the baker aimed to provide a personalized and satisfactory experience. The key was to stay focused on the customer's needs and provide solutions to move the conversation forward.

Having read through the sample conversation above between a baker and a very rude prospective customer, we now understand what effective communication means.

There are several stages in a sales process. What you say to a prospective customer depends on what stage you are in the sales process. Please note that you do not need to go through all the different stages of the sales process. Before you begin taking your prospective customer through the different stages, you must first understand the following...

1. Is it a first-time customer or a returning customer?
2. Are they making enquiries for ongoing sales or promo packages?
3. Is the enquiry for your daily sweet treats?
4. Do they want a custom decorated cake?
5. Does the customer want a ready-to-go cake?
6. Are you trying to grow your customer base via sponsored ads?

# GENERAL SALES CLOSING CONVERSATION TEMPLATES

For every stage of the sales process, there are at least two templates. Please feel free to select any template. Templates can also be customized based on the customer's initial message.

## 1. Initial Response:

- **Template 1:** Thank you for reaching out to [Your Baking Business]. We're excited to help you with your baking needs.
- **Template 2:** Hello [Customer's Name], we are ready and excited to bake up something special for you!
- **Template 3:** We appreciate your interest in our baked goods at [Your Baking Business]. How can we assist you today?

## 2. Personalization:

- **Template 4:** I noticed you're interested in [specific baked item]. Can you share your preferences or requirements to help us serve you better?
- **Template 5:** Hi [Customer's Name], I read your message and believe our [specific baked item] will be a delightful treat for you.

## 3. Qualifying Questions:

- **Template 6:** To serve you better, could you provide details about the quantity and date you need the baked goods for?
- **Template 7:** What's your event or occasion, and how many guests are you planning for?

#### **4. Benefits Highlight:**

- **Template 8:** Here are the key benefits of our [specific baked item] that will make your event stand out.
- **Template 9:** Let me share how our [specific baked item] can add a touch of deliciousness to your special occasion:

#### **5. Customization:**

- **Template 10:** We can customize our baked goods to match your event's theme or requirements. Let's discuss the details.
- **Template 11:** Have a unique design in mind for your cake?

#### **6. Custom Cake Portfolio:**

- **Template 12:** Browse our portfolio of custom cake designs to get inspired for your special occasion.
- **Template 13:** We take pride in our creative cake designs. Take a look at our gallery for unique ideas.

#### **7. Clear Pricing:**

- **Template 14:** Our pricing for [specific baked item] starts at [price]. Does this align with your budget?
- **Template 15:** For custom cakes price starts at [mention starting price]. This includes [briefly mention what's included in the base price, like a basic design or specific size].

## 8. Offer Choices:

- **Template 16:** I understand this is above your budget. However, we have other options with the same quality that goes well with your budget. [list other items that suit the customer's budget]
- **Template 17:** We provide transparent pricing for our baked goods. Let me share our pricing list with you.

## 9. Urgency:

- **Template 18:** To secure your order in time for your event, please place your order by [date].
- **Template 19:** We are almost fully booked for this month. Please reserve your spot so we can add your order to our calendar.

## 10. Handling Objections:

- **Template 20:** I understand your concerns about quality. Our cakes are baked with high quality ingredients and in very hygienic conditions.
- **Template 21:** Many customers initially have concerns about delivery. We offer safe and reliable delivery options to ensure your order reaches you in perfect condition.
- **Template 22:** We are a reputable cake company, here are 3 reasons why we should handle your baking needs for all celebrations.

## **11. Competitive Advantage:**

- **Template 23:** What sets us apart from our competitors is [unique selling point].

## **12. Social Proof:**

- **Template 24:** Check out the rave reviews from our delighted customers on social media who enjoyed our baked goods.
- **Template 25:** See the stunning photos of our custom cakes and treats shared by happy customers on Instagram.

## **13. Guarantee:**

- **Template 26:** We offer a satisfaction guarantee – if you're not happy with your order, we'll make it up to you on your next order.
- **Template 27:** Your happiness is our priority. We offer a money-back guarantee on our baked goods.

## **14. Close the Sale: Encourage the customer to order**

- **Template 28:** Are you ready to place your order now? We are giving out 6 free cupcakes for all orders within [specific start date and end date]
- **Template 29:** What time of the day on [specific day of the week] do you want your order delivered?
- **Template 30:** Kindly validate your order by making payment so we can add your order to our calendar.

## **15. Offer Payment Options:**

- **Template 31:** You can make a secure payment through our website. I'll send you a payment link right away. Is that okay by you?
- **Template 32:** To confirm your order, you can send the payment through [payment platform] or by bank transfer. Which option do you prefer?

## **16. Show Gratitude:**

- **Template 33:** Thank you for choosing [Your Baking Business]. We're excited to bake up something special for you!
- **Template 34:** Your order is confirmed, and we can't wait to make your day sweeter. Thank you for trusting us with your cravings!

## **17. Follow-Up:**

- **Template 35:** Just checking in to see if you have any more questions or if you're ready to place your order.
- **Template 36:** Is there anything holding you back from making a decision? We're here to assist you.

## **18. Post-Sale Support:**

- **Template 37:** Once the payment is received, we'll send you an email confirmation with all the details. Is there anything else you'd like to add?
- **Template 38:** We'll keep you updated on the progress of your order. If you have any questions or need assistance, feel free to reach out anytime.

These templates and strategies can help you effectively convert enquiries into sales for your baking business.

Please note that you can skip some stages depending on what stage of communication you're with your client.

The most important thing is to communicate politely and make it about the customer's needs and preferences. This can be used for custom cake orders and general enquiries.

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# ADDITIONAL TEMPLATES

## ● First time customers:

Incentives can be a great way to encourage new customers to make a purchase. Here are some effective ways to offer incentives during a sales conversation:

### 1. Discounts or Special Offers:

Offer a percentage discount on their first purchase or provide a special introductory offer. For example,

- **Template 39:** As a new customer, we're offering a 15% discount on your first order.

### 2. Freebies or Add-Ons:

Include complimentary items or additional services with their purchase. For instance,

- **Template 40:** With your first order, we'll include a free box of cookies.

### 3. Guarantees:

Offer a satisfaction guarantee to reduce their risk and encourage them to try your product. For example,

- **Template 41:** We offer a 30-day money-back guarantee for all new customers.

#### 4. Referral Program Incentives:

Encourage them to refer friends or family by offering incentives for successful referrals.

- **Template 42:** As a new customer, if you refer a friend who makes a purchase, you'll both receive a discount on your next order.
- **Template 43:** As a new customer, if you refer a friend who makes a purchase, you'll receive 10% of the amount your friend spends.

#### 5. Bundle Deals:

Offer package deals or bundles at a discounted price.

- **Template 44:** As a special offer for new customers, you can get a cake, cupcakes, and cookies together at a discounted rate.

When offering incentives during a sales conversation, it's essential to highlight the value they'll receive and how the incentive enhances their overall experience. Make sure the incentive aligns with their needs and interests to make it more appealing.

## ● **Returning customers:**

In order to maintain loyalty, it is important to treat your returning or existing customers with maximum care. Make them feel valued and appreciated for their continued support by offering the following,

### **1. Referral Program:**

- **Template 45:** Did you know about our referral program? You can refer a friend, and both of you can enjoy discounts on your next orders.
- **Template 46:** Help us spread the love for our baked goods. Refer a friend, and we'll show our appreciation with a cash token.

### **2. Surprise Gifts or Thank-You Notes:**

Send a small gift or handwritten thank-you note with their purchase.

- **Template 47:** We appreciate your loyalty! Enjoy this small gift as a token of our gratitude.

### **3. Personalized Offers:**

- **Template 48:** Based on your preferences and order history, we have a special offer just for you. Would you like to apply it to your order?
- **Template 49:** As a returning customer, we've prepared a special discount for your order. How about we apply it to your current order?

When offering incentives to returning customers, ensure the incentives align with their past interactions with your business.

## ● Sales or Promo Packages:

When communicating with customers enquiring about discount sales or promo packages for baking businesses, it's crucial to convey the value of your offer while addressing their specific needs. Here's a step-by-step guide along with conversation templates:

### 1. Engage and Greet:

- **Template 50:** Hi [Customer's name], Thank you for your interest in our [package name or promo title].

### 2. Detailing the Offer:

- **Template 51:** This promotion includes [list packages details and their prices]. It's designed to give you more value for your money while ensuring you satisfy your cravings with our delightful treats.

### 3. Addressing enquiries:

- **Template 52:** Is there anything specific you're looking for within the promotion? Whether it's customization options, or quantities, I'm here to assist you in making the most suitable choice.

### 4. Creating Urgency:

- **Template 53:** Our special discount on [promo package] ends on [date].
- **Template 54:** Act now to enjoy [percentage] off your order of [specific baked item]. This offer is available until [date].

## **5. Scarcity:**

- **Template 55:** We have a limited quantity of our popular [specific baked item]. Secure yours before they're gone!
- **Template 56:** Due to high demand, we have limited slots available for this promo offer.

## **6. Encouraging Further Discussion:**

- **Template 57:** Would you like to explore the different options available within this promotion or discuss how we can customize these treats to best suit your event? I'm here to guide you through the process.

## **7. Confirming Interest and Follow-Up:**

- **Template 58:** Are you ready to place your order now?

- **Daily Treats and Ready To Go Cakes**

Daily deals are a fantastic way to entice customers with special offers on everyday baked goods. Here's a conversation template tailored for a baking business looking to leverage daily deals:

- **Deal of the day:**

- **Template 59:** Today, we're running a special daily deal where you can get [mention the specific baked goods on offer, e.g., a dozen cupcakes, banana bread loaf, cake slices etc] at a 10% discounted price.
- **Template 60:** Here is our deal of the day! Get a [mention incentive e.g., free drink] on every order that includes [mention specific baked goods e.g., banana bread or ready to go cake]. It's a perfect day to indulge in some of our freshly baked treats!

## ● **Messages from Sponsored Ads:**

When prospective customers reach out after seeing your sponsored ad, it's a prime opportunity to grow your customer base. Using sponsored ads, your first step should be to make your offer irresistible to help you attract customers and then nurture them so they become loyal customers.

### **1. Engage Promptly:**

- **Template 61:** Hi [Prospective Customer's Name], thank you for your interest in our combo deal.

### **2. Highlight Unique Selling Points:**

- **Template 62:** At [Your Baking Business], we take pride in [mention what sets you apart, e.g., using premium ingredients, offering customizable designs/flavors].

### **3. Offer Special Promotions:**

- **Template 63:** As a gesture of appreciation for your interest, I'd love to extend a special [mention discount percentage] discount on your first order. It's our way of welcoming you to our community of satisfied customers.

#### **4. Build Trust with Feedback:**

- **Template 64:** Many of our customers have been very happy with our products! Here's a snippet of their feedback: [Insert testimonial]. We strive to ensure every customer experience is exceptional.

#### **5. Visual Appeal:**

- **Template 65:** I'd love to show you some of our mouthwatering creations! Here are a few snapshots of our [mention specific products]. Visuals often speak louder than words.

#### **6. Encourage Interaction:**

- **Template 66:** Feel free to check out our social media pages or visit our website to explore our full range of offerings. Is there a particular treat or theme you have in mind for your event?

#### **7. Collect Contact Information:**

- **Template 67:** Kindly save our contact so you'll be the first to learn about our freebies and promo offers
- **Template 68:** Join our mailing list to receive updates on our latest promotions, new products, and even some simple home baking recipes directly in your inbox.

## FINAL NOTES

Feel free to adapt this conversation template to match the tone and offerings of your specific baking business. The aim is to engage prospects, showcase unique aspects, offer incentives, and encourage continued interaction to convert their interest into long-term customers.

Customize these conversation templates according to your baking business's specific promotions, offerings, and the customer's event requirements. The key is to effectively communicate the value, customization options, and urgency of the promotional packages, guiding the customer towards a decision that aligns with their needs.