SELLER STARTER KIT · PRODUCT SAMPLES

Sample pages from all four products

Real pages from the guides and real tabs from the spreadsheets, marked SAMPLE. Prepared for Lemon Squeezy product review.

WhatsApp Business Seller Starter Kit · US$19
17-page guide, 49 WhatsApp reply scripts (quick_replies.txt), Word version, Order Tracker and 30-day Content Calendar spreadsheets.

Money & Stock Manager · US$15
Excel / Google Sheets workbook (stock, purchases, sales, expenses, profit dashboard, cash vs owed, any currency) plus a 5-page quick-start PDF.

Kit + Manager Bundle · US$29
Both products in one download: the Seller Starter Kit and the Money & Stock Manager.

Free guide: 10 WhatsApp replies that close sales · Free
A free 4-page PDF with ten copy-paste WhatsApp replies and a tip for each.

SAMPLE

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Pholtamax Investments CC · Humpata Str 56, Gobabis, Namibia

Contents

WhatsApp Business Seller Starter Kit **page 3**

6 pages: Cover; Welcome and contents; Auto-reply & quick-reply scripts; WhatsApp catalogue templates; Policy templates; Pricing & margin cheat sheet.

Money & Stock Manager **page 9**

6 pages: Quick-start guide cover; Quick start: daily use; Quick start: reading your numbers; Dashboard tab; Stock tab with reorder alerts; Cash vs Owed tab.

Kit + Manager Bundle **page 15**

6 pages: Bundle cover; What's included; From the Kit: reply scripts; From the Kit: pricing & margin cheat sheet; Dashboard charts; Stock tab with reorder alerts.

Free guide: 10 WhatsApp replies that close sales **page 21**

4 pages: Cover; Replies 1-5; Replies 6-10; Saving them as Quick Replies; the full kit.

Every page is marked SAMPLE. Product pages are shown at about 90% of their real A4 size. Spreadsheet tabs are rendered from the real .xlsx files with the EXAMPLE rows that ship in them (the names in them are made up and labelled EXAMPLE).

Separate sample PDFs for each product, and a short demo video, are on sellerstarterkit.com/samples.

SAMPLE



SOCIAL SELLER TOOLKIT

WhatsApp Business Seller Starter Kit

Reply faster, look professional and get paid.
Built for social sellers in Namibia & Southern Africa.

49 reply templates · catalogue formats · policies · pricing · 30-day calendar

Pholtamax Investments CC · Version 1.0 - November 2026

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Welcome

This kit gives you ready-made words, checklists and plans so you spend less time typing and more time selling. Copy, paste, fill in the [brackets] and go.

#	Section
1	How to use this kit
2	WhatsApp Business setup checklist
3	Auto-reply & quick-reply scripts (49 templates)
4	WhatsApp catalogue templates
5	Facebook Marketplace listing formula + 10 examples
6	Policy templates: pricing, COD, deposit, returns
7	Pricing & margin cheat sheet
8	30-day content calendar
9	Product photo & Status tips
10	Using the Order Tracker & daily routine
11	Weekly review worksheet
12	FAQ & 14-day money-back guarantee

1. How to use this kit

→ Start with the setup checklist (Section 2). It takes about an hour.

→ Paste the scripts from quick_replies.txt into WhatsApp Business > Business tools > Quick replies. Type '/' plus the shortcut in any chat (e.g. /eft).

→ Replace everything in [square brackets] with your own details: shop name, bank details, delivery fees, towns.

→ Fill in the policy templates (Section 6) and pin them on your Status or Facebook page.

→ Log every order in Order_Tracker.xlsx and follow Content_Calendar.xlsx for 30 days of posts.

Files in this kit: Seller_Kit.pdf (this guide) · Seller_Kit.docx (editable) · quick_replies.txt · Order_Tracker.xlsx · Content_Calendar.xlsx

Note: WhatsApp, Facebook, TikTok and payment-service names are trademarks of their owners. This kit is independent and not endorsed by any of them. Menu names can change as the apps update.

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3. Auto-reply & quick-reply scripts

49 copy-paste messages. The grey tag is the suggested quick-reply shortcut. Set Greeting ('hi') and Away ('away') as your automatic messages.

Greeting & away messages

1. Greeting message /hi

Hi there. Welcome to [Shop Name]! Thanks for messaging us. What are you looking for today? You can also browse our catalogue here: [catalogue link]

2. Away message (after hours) /away

Hi! Thanks for your message. We're closed right now. Our hours are [Mon-Fri 08:00-18:00, Sat 09:00-13:00]. We'll reply first thing when we open. Browse while you wait: [catalogue link]

3. Busy / delayed reply /busy

Hi! We've seen your message. We're packing orders right now and will reply properly within [30 minutes]. Thanks for your patience!

4. Holiday / closed notice /holiday

Hi! [Shop Name] is closed from [date] to [date] for the holidays. Orders placed now will be sent from [date]. Thank you for supporting a local business!

5. Menu of options /menu

Hi! How can we help? Reply with a number:
1. See products & prices
2. Place an order
3. Delivery info
4. Payment options
5. Track my order

'Is this available?' & product questions

6. Yes, it's available /avail

Yes, it's available ✔ [Item] in [size/colour] is N$[price]. Would you like me to reserve it for you? I can hold it until [time] today.

7. Sold out + alternative /sold

Sorry, that one is sold out. But we have [similar item] for N$[price] - here's a photo. Want me to keep one for you? I can also tell you when the original is back.

8. Back-in-stock waitlist /restock

It's out of stock right now, but more arrives around [date]. Shall I add you to the waitlist? I'll message you first before we post it.

9. Sizes / options /sizes

We have it in: [S / M / L / XL] and colours [black, white, red]. Which one would you like? If unsure, send me your usual size and I'll advise.

10. More photos /pics

Sure! Here are more photos [send photos]. Let me know if you want a video too.

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4. WhatsApp catalogue templates

Use the same format for every product so your catalogue looks neat and buyers find answers without asking.

Field	Format
Title	[Product] - [Key feature] - [Size/Variant]
Description	✔ What it is: [one line] ✔ Size/fit: [sizes or measurements] ✔ Material/ingredients: [details] ✔ Delivery: [Windhoek N$x / courier N$y] ✔ Order: tap 'Message business' or reply with the item name
Price	N$[price] (or 'From N$[lowest]' when sizes differ). Always show the price - 'DM for price' slows sales.

Examples

Title	Price	Description
Ladies Wrap Dress - Stretch Fabric - S to XL	N$350	Soft stretch wrap dress, knee length. Sizes S-XL. Colours: black, maroon. Windhoek delivery N$40, courier to other towns.
Kids School Shoes - Black Leather Look - Size 10-5	N$280	Durable lace-up school shoes. Sizes 10 (kids) to 5. Exchange within 7 days if size doesn't fit (unworn).
Homemade Vetkoek Pack - 12 pieces	N$60	Fresh vetkoek made on order. Order by 10:00 for afternoon delivery in Ongwediva/Oshakati.
Human Hair Wig - 14 inch Body Wave	From N$1,200	14-inch body wave, natural black. Lace front. Ready to wear. Deposit option available.
Phone Charger - Fast Charge USB-C - 1m	N$150	Fast charging cable + plug. Tested before sending. 7-day exchange if faulty.
Shea Body Butter - 250ml - Unscented	N$120	Whipped shea butter for dry skin. Glass jar. Walvis Bay & Swakopmund delivery available.

Tip: use a product code in the title (e.g. 'D01') if you have many similar items. Buyers can reply 'D01' and you know exactly what they mean.

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6. Policy templates (fill in the blanks)

Fill in every blank, then post the policy as a pinned Facebook post, a Status highlight, or in your catalogue description. Clear rules prevent arguments.

PRICING POLICY

[Shop Name] - effective [date]

1. All prices are in Namibian Dollars (N$) and include [VAT / no VAT - we are not VAT registered].
2. Prices shown in our catalogue and posts are valid on the day they are posted and may change without notice.
3. Delivery fees are extra: [Windhoek: N$____ | Other towns by courier: from N$____].
4. Discounts: [Bundle of ___ items: ___% off] [No discount on sale items].
5. A price is only confirmed once we send you an order summary.
6. Reserved items are held for ____ hours without payment.

CASH ON DELIVERY (COD) POLICY

[Shop Name] - effective [date]

1. COD is available in: [areas / towns].
2. COD orders over N$____ require a deposit of N$____ / ____% (see deposit policy).
3. Please have the exact amount ready. Our drivers carry limited change.
4. Please check your item when it arrives. Once paid and accepted, the returns policy applies.
5. If you are not available at the agreed time, a re-delivery fee of N$____ applies.
6. After ____ failed or cancelled COD orders we may ask for full prepayment on future orders.

DEPOSIT POLICY

[Shop Name] - effective [date]

1. Custom, made-to-order or high-value items (over N$____) need a ____% deposit to confirm the order.
2. Deposits can be paid by [EFT / eWallet / EasyWallet / PayToday].
3. The balance of N$____ is due [before dispatch / on delivery / at collection].
4. Deposits are [non-refundable / refundable within ____ days] if you cancel after we start the order.
5. If we cannot supply your item, your deposit is refunded in full within ____ working days.
6. Lay-by (if offered): ____% deposit, balance within ____ weeks. Item released after full payment.

RETURNS & EXCHANGE POLICY

[Shop Name] - effective [date]

1. Exchanges/returns accepted within ____ days of delivery for unused items in original packaging.
2. Not returnable: [underwear, earrings, food, custom items, sale items].
3. Faulty or wrong items: we cover the return cost. Change of mind: buyer covers delivery costs.
4. Refunds are paid back to [the original payment method] within ____ working days.

These templates are a starting point, not legal advice. Check that your policies are fair to buyers and follow Namibian consumer rules.

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7. Pricing & margin cheat sheet

Know your numbers before you discount.

Calculation	Formula / example
Total cost per item	Buying price + transport/import share + packaging + data/airtime share
Selling price (markup)	Total cost x (1 + markup %). e.g. N$100 cost x 1.6 = N$160
Selling price (target margin)	Total cost / (1 - margin %). e.g. N$100 / (1 - 0.40) = N$167
Profit per item	Selling price - total cost
Margin %	Profit / selling price x 100
Break-even items per month	Monthly fixed costs / profit per item

Quick price table

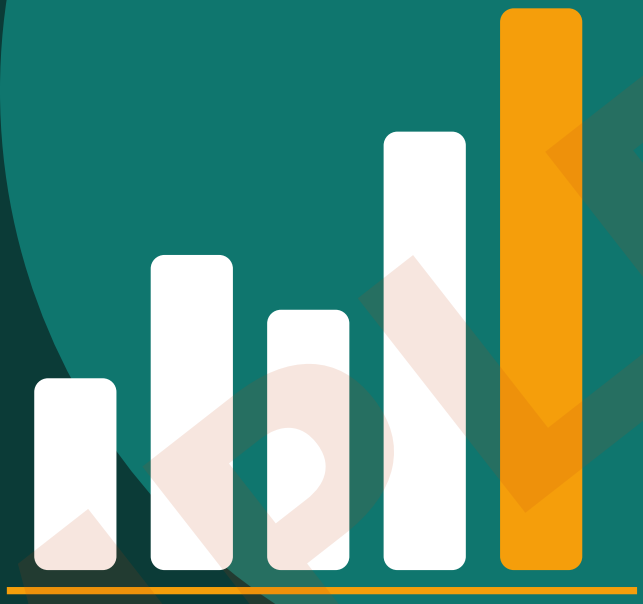
Total cost (N$)	+30% markup	+50% markup	+80% markup	+100% markup
N$50	N$65 (profit N$15, margin 23%)	N$75 (profit N$25, margin 33%)	N$90 (profit N$40, margin 44%)	N$100 (profit N$50, margin 50%)
N$100	N$130 (profit N$30, margin 23%)	N$150 (profit N$50, margin 33%)	N$180 (profit N$80, margin 44%)	N$200 (profit N$100, margin 50%)
N$150	N$195 (profit N$45, margin 23%)	N$225 (profit N$75, margin 33%)	N$270 (profit N$120, margin 44%)	N$300 (profit N$150, margin 50%)
N$200	N$260 (profit N$60, margin 23%)	N$300 (profit N$100, margin 33%)	N$360 (profit N$160, margin 44%)	N$400 (profit N$200, margin 50%)
N$300	N$390 (profit N$90, margin 23%)	N$450 (profit N$150, margin 33%)	N$540 (profit N$240, margin 44%)	N$600 (profit N$300, margin 50%)
N$500	N$650 (profit N$150, margin 23%)	N$750 (profit N$250, margin 33%)	N$900 (profit N$400, margin 44%)	N$1,000 (profit N$500, margin 50%)

Pricing tips

- Price delivery separately so buyers in different towns see a fair total.
- End prices at round, easy numbers for cash (N$150, N$250) - change is often a problem with COD.
- Check the cost of your payment method (bank/eWallet fees) and build it into your price.
- Discounts come out of your profit, not your cost. A 20% discount on a 40% margin item halves your profit.
- Review your prices every month against your Order Tracker totals.

Worked example: dress bought for N$180	
Transport share + packaging	N$20
Total cost	N$200
Selling price at 75% markup	N$350
Profit per dress	N$150 (43% margin)
Fixed costs per month (data, airtime, transport)	N$900
Break-even	6 dresses per month (N$900 / N$150)

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SOCIAL SELLER TOOLKIT · QUICK-START GUIDE

Money & Stock Manager

Know your stock, your real profit and who still owes you.
For small social sellers across Africa. Any currency.

Works with Excel, Google Sheets & LibreOffice · no macros

Pholtamax Investments CC · Version 1.0 - November 2026

Daily use

Log as you go: one row per purchase, sale or expense. Pick the product code from the drop-down and the item name fills in.

Purchases (restocks)

- Date, product code, quantity, and the unit cost you paid.
- Supplier and how you paid are optional but useful.
- 'In stock' on the Stock tab goes up straight away.

Sales

- Date, product code, quantity.
- Price each: leave it blank to use the selling price from Stock, or type the price you actually agreed.
- Discount: any money off the total.
- Payment method and payment status (see table below). If you leave the status blank, the cell turns yellow and the sale counts as owed until you choose one.
- Amount received: the money actually in your hand or account. You can leave it blank for 'Paid' sales (assumed paid in full).

Payment status	Use it when…	Amount received
Paid	The customer paid in full (cash, transfer, wallet, card/POS)	Leave blank or enter the full amount
Owed - COD	The goods have gone out on cash-on-delivery and the money isn't with you yet	0, or what the driver has handed over so far
Owed - Credit	You let a customer pay later, or they paid a deposit / lay-by	The deposit or part-payment received so far

When the money comes in later

Go back to the original sale row and update 'Amount received' (and change the status to Paid once it's settled). The balance and the Cash vs Owed list update automatically.

Expenses

Log running costs with a category: transport/delivery, data & airtime, packaging, stall fees, bank and payment fees, advertising… Don't log stock purchases here; they go in Purchases.

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Reading your numbers

The Dashboard separates profit from cash, because a busy month can still leave you short of cash if customers haven't paid.

Number	Meaning
Total sales	Everything you sold (after discounts), paid or not
Cost of goods sold	What the sold items cost you (quantity × unit cost in Stock)
Gross profit	Sales − cost of goods
Expenses	Running costs from the Expenses tab
NET PROFIT	Gross profit − expenses. What the business really earned
Cash received	Money actually collected from sales
Money owed to you	Sales not yet paid (COD + credit)
Spent on stock	Money paid out for restocks (cash out, not a cost until the stock sells)
Stock value on hand	In-stock quantity × unit cost. Money sitting on your shelf
Products to reorder / check	Products at or below their reorder level (REORDER), plus any showing CHECK (stock below zero)

Cash vs Owed

Shows cash received per payment method (useful for checking against your bank and wallet statements), the total owed split into COD and credit, a count of sales with no payment status, and a numbered list of every sale with a balance: customer, phone, item, balance and days since the sale. Start with the oldest.

> Chasing money politely: the WhatsApp Business Seller Starter Kit includes a ready-made 'payment not yet reflected' quick reply (/notpaid) that you can adapt for reminders.

Reorder alerts

On the Stock tab, Status turns red (REORDER) when 'In stock' is at or below the product's reorder level. Blank reorder levels use the default on the Settings tab. CHECK (yellow) means 'In stock' is below zero: you have logged more sales than stock, so a purchase or the opening quantity is probably missing.

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Money & Stock Manager: Dashboard tab

Profit dashboard: sales, cost of goods, gross and net profit, cash received and money owed, month by month. Shown with the EXAMPLE rows that ship in the file.

[Your shop name] - PROFIT DASHBOARD

All amounts in N$. Updates automatically from Sales, Purchases and Expenses.

Total sales	**6,070.00**
Cost of goods sold	**3,295.00**
Gross profit	**2,775.00**
Expenses	**685.00**
NET PROFIT	**2,090.00**
Cash received from sales	**4,720.00**
Money owed to you	**1,350.00**
Spent on stock (purchases)	**3,990.00**
Stock value on hand (at cost)	**8,095.00**
Products to reorder / check	**1**
Gross margin %	**46%**

MONTHLY PROFIT

Month	Sales	Cost of goods	Gross profit	Expenses	Net profit	Cash received	Spent on stock
Sep 2026	3,300.00	1,805.00	1,495.00	425.00	1,070.00	2,250.00	2,670.00
Oct 2026	2,770.00	1,490.00	1,280.00	260.00	1,020.00	2,470.00	1,320.00
Nov 2026	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dec 2026	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jan 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Feb 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mar 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Apr 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jun 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jul 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aug 2027	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total	**6,070.00**	**3,295.00**	**2,775.00**	**685.00**	**2,090.00**	**4,720.00**	**3,990.00**

SAMPLE

Money & Stock Manager: Stock tab with reorder alerts

Stock on hand is worked out from opening stock, purchases and sales. Items at or below their reorder level are flagged REORDER.

Code	Item	Category	Unit cost (N$)	Selling price (N$)	Opening qty	Purchased qty	Sold qty	In stock	Reorder level	Status	Stock value at cost (N$)	Margin %
DR01	EXAMPLE Wrap dress	Clothing	180.00	350.00	10	11	6	15	4	OK	2,700.00	49%
SH01	EXAMPLE Sneakers size 5	Shoes	260.00	450.00	6	4	3	7	2	OK	1,820.00	42%
BB01	EXAMPLE Shea body butter 250ml	Beauty	55.00	120.00	20	10	7	23	5	OK	1,265.00	54%
PC01	EXAMPLE USB-C fast charger	Electronics	70.00	150.00	12	6	5	13	4	OK	910.00	53%
WG01	EXAMPLE Wig 14 inch	Hair	700.00	1,200.00	3	0	1	2	2	REORDER	1,400.00	42%

SAMPLE

Money & Stock Manager: Cash vs Owed tab

How much cash actually came in, what is still owed (COD not yet collected, or credit), and cash received by payment method.

CASH vs OWED

Amounts in N$. Who still owes you money (COD not yet collected, or credit).

Total sales	**6,070.00**
Cash actually received	**4,720.00**
Owed - COD (not yet collected)	**750.00**
Owed - Credit	**600.00**
Total owed	**1,350.00**
Customers/sales with a balance	**3**
Sales with no payment status	**0**

(choose Paid / Owed - COD / Owed - Credit on the Sales tab; until then they count as owed)

Cash received by payment method

Method	Received
Cash	1,270.00
Bank transfer / EFT	2,790.00
eWallet	660.00
EasyWallet	0.00
PayToday	0.00
SnapScan	0.00
Capitec Pay	0.00
Absa CashSend	0.00
M-PESA	0.00
OPay	0.00
Moniepoint	0.00
POS	0.00
Other	0.00

SAMPLE

Kit + Manager Bundle

WhatsApp Business Seller Starter Kit + Money & Stock Manager · US$29



One download with two folders: WhatsApp_Business_Seller_Starter_Kit (5 files) and Money_Stock_Manager (2 files). These sample pages show the bundle cover, what is included, and a few real pages and tabs from each product.

sellerstarterkit.com · sellerstarterkit@gmail.com

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What's included in the bundle

Bundle_v1_download.zip contains two folders. Everything is a digital download: PDF, Word, plain text and Excel files that also open in Google Sheets and LibreOffice. No macros.

WhatsApp_Business_Seller_Starter_Kit/

Seller_Kit.pdf
17-page guide: setup checklist, 49 reply scripts, catalogue templates, Marketplace listing formula, policy templates, pricing cheat sheet, content calendar, photo tips, weekly review, FAQ

Seller_Kit.docx
The same guide as an editable Word file

quick_replies.txt
The 49 scripts with their shortcuts, ready to paste into WhatsApp Business Quick Replies

Order_Tracker.xlsx
Orders log with dashboard, payment status and delivery status

Content_Calendar.xlsx
30-day posting plan

Money_Stock_Manager/

Money_Stock_Manager.xlsx
8 tabs: Start Here, Dashboard, Cash vs Owed, Settings (currency selector), Stock (reorder alerts), Purchases, Sales, Expenses

Money_Stock_QuickStart.pdf
5-page quick-start guide

Price: US$29 for both (US$19 + US$15 = US$34 bought separately). 14-day money-back guarantee: email sellerstarterkit@gmail.com.

SAMPLE

3. Auto-reply & quick-reply scripts

49 copy-paste messages. The grey tag is the suggested quick-reply shortcut. Set Greeting ('hi') and Away ('away') as your automatic messages.

Greeting & away messages

1. Greeting message /hi

Hi there. Welcome to [Shop Name]! Thanks for messaging us. What are you looking for today? You can also browse our catalogue here: [catalogue link]

2. Away message (after hours) /away

Hi! Thanks for your message. We're closed right now. Our hours are [Mon-Fri 08:00-18:00, Sat 09:00-13:00]. We'll reply first thing when we open. Browse while you wait: [catalogue link]

3. Busy / delayed reply /busy

Hi! We've seen your message. We're packing orders right now and will reply properly within [30 minutes]. Thanks for your patience!

4. Holiday / closed notice /holiday

Hi! [Shop Name] is closed from [date] to [date] for the holidays. Orders placed now will be sent from [date]. Thank you for supporting a local business!

5. Menu of options /menu

Hi! How can we help? Reply with a number:
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'Is this available?' & product questions

6. Yes, it's available /avail

Yes, it's available ✔ [Item] in [size/colour] is N$[price]. Would you like me to reserve it for you? I can hold it until [time] today.

7. Sold out + alternative /sold

Sorry, that one is sold out. But we have [similar item] for N$[price] - here's a photo. Want me to keep one for you? I can also tell you when the original is back.

8. Back-in-stock waitlist /restock

It's out of stock right now, but more arrives around [date]. Shall I add you to the waitlist? I'll message you first before we post it.

9. Sizes / options /sizes

We have it in: [S / M / L / XL] and colours [black, white, red]. Which one would you like? If unsure, send me your usual size and I'll advise.

10. More photos /pics

Sure! Here are more photos [send photos]. Let me know if you want a video too.

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SAMPLE

7. Pricing & margin cheat sheet

Know your numbers before you discount.

Calculation	Formula / example
Total cost per item	Buying price + transport/import share + packaging + data/airtime share
Selling price (markup)	Total cost x (1 + markup %). e.g. N$100 cost x 1.6 = N$160
Selling price (target margin)	Total cost / (1 - margin %). e.g. N$100 / (1 - 0.40) = N$167
Profit per item	Selling price - total cost
Margin %	Profit / selling price x 100
Break-even items per month	Monthly fixed costs / profit per item

Quick price table

Total cost (N$)	+30% markup	+50% markup	+80% markup	+100% markup
N$50	N$65 (profit N$15, margin 23%)	N$75 (profit N$25, margin 33%)	N$90 (profit N$40, margin 44%)	N$100 (profit N$50, margin 50%)
N$100	N$130 (profit N$30, margin 23%)	N$150 (profit N$50, margin 33%)	N$180 (profit N$80, margin 44%)	N$200 (profit N$100, margin 50%)
N$150	N$195 (profit N$45, margin 23%)	N$225 (profit N$75, margin 33%)	N$270 (profit N$120, margin 44%)	N$300 (profit N$150, margin 50%)
N$200	N$260 (profit N$60, margin 23%)	N$300 (profit N$100, margin 33%)	N$360 (profit N$160, margin 44%)	N$400 (profit N$200, margin 50%)
N$300	N$390 (profit N$90, margin 23%)	N$450 (profit N$150, margin 33%)	N$540 (profit N$240, margin 44%)	N$600 (profit N$300, margin 50%)
N$500	N$650 (profit N$150, margin 23%)	N$750 (profit N$250, margin 33%)	N$900 (profit N$400, margin 44%)	N$1,000 (profit N$500, margin 50%)

Pricing tips

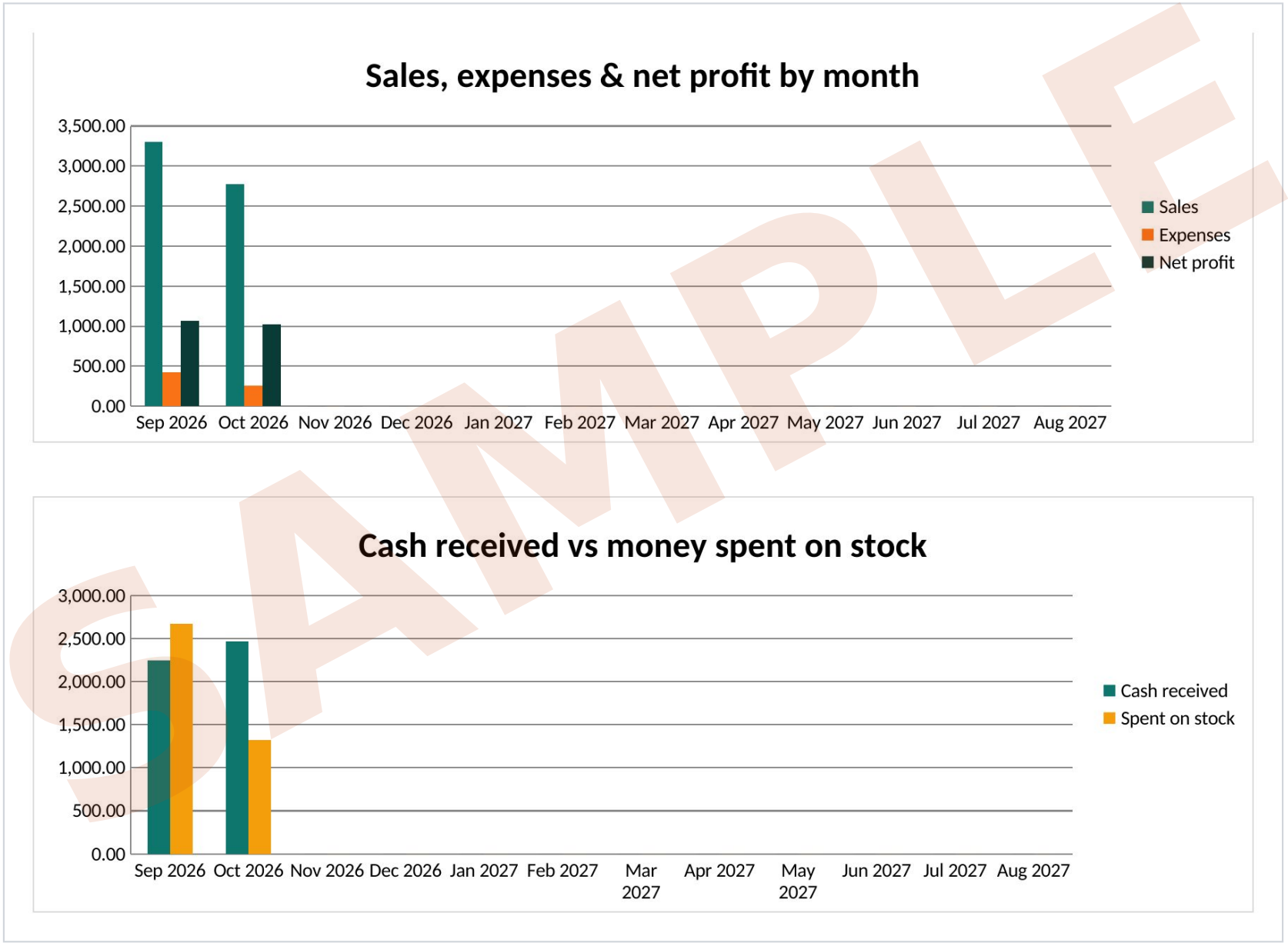
- Price delivery separately so buyers in different towns see a fair total.
- End prices at round, easy numbers for cash (N$150, N$250) - change is often a problem with COD.
- Check the cost of your payment method (bank/eWallet fees) and build it into your price.
- Discounts come out of your profit, not your cost. A 20% discount on a 40% margin item halves your profit.
- Review your prices every month against your Order Tracker totals.

Worked example: dress bought for N$180	
Transport share + packaging	N$20
Total cost	N$200
Selling price at 75% markup	N$350
Profit per dress	N$150 (43% margin)
Fixed costs per month (data, airtime, transport)	N$900
Break-even	6 dresses per month (N$900 / N$150)

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Money & Stock Manager: Dashboard charts

The two Dashboard charts (sales, expenses and net profit by month; cash received vs money spent on stock) update from the example rows.



SAMPLE

Money & Stock Manager: Stock tab with reorder alerts

Stock on hand is worked out from opening stock, purchases and sales. Items at or below their reorder level are flagged REORDER.

Code	Item	Category	Unit cost (N$)	Selling price (N$)	Opening qty	Purchased qty	Sold qty	In stock	Reorder level	Status	Stock value at cost (N$)	Margin %
DR01	EXAMPLE Wrap dress	Clothing	180.00	350.00	10	11	6	15	4	OK	2,700.00	49%
SH01	EXAMPLE Sneakers size 5	Shoes	260.00	450.00	6	4	3	7	2	OK	1,820.00	42%
BB01	EXAMPLE Shea body butter 250ml	Beauty	55.00	120.00	20	10	7	23	5	OK	1,265.00	54%
PC01	EXAMPLE USB-C fast charger	Electronics	70.00	150.00	12	6	5	13	4	OK	910.00	53%
WG01	EXAMPLE Wig 14 inch	Hair	700.00	1,200.00	3	0	1	2	2	REORDER	1,400.00	42%

SAMPLE



SAMPLE

FREE GUIDE · SOCIAL SELLER TOOLKIT

10 WhatsApp replies that close sales

Copy, paste and edit. With a short tip for each reply.
Examples in N$ · R · KSh · ₦, for sellers across Africa.

Adapted from the WhatsApp Business Seller Starter Kit
Pholtamax Investments CC · Free edition · November 2026

10 replies that move a chat to a sale

Save them as Quick Replies in the WhatsApp Business app (Business tools → Quick replies) and edit the [brackets]. Examples rotate through N$, R, KSh and ₦: use your own currency.

1 When someone asks “Is this available?”

> Yes, it's available! [Item] in [size/colour] is R[price]. Would you like me to reserve it for you? I can hold it until [time] today.

Tip: Answer the question, give the price, then ask for the next step. Ending with a question keeps the chat going.

2 Give the full total up front

> [Item] is KSh [price]. Delivery to [area] is KSh [fee]. Total: KSh [total]. Would you like to order?

Tip: Quote the delivery fee and the total together. A surprise fee later is a common reason buyers go quiet.

3 Sold out? Offer an alternative

> Sorry, that one is sold out. But we have [similar item] for ₦[price]. Here's a photo. Want me to keep one for you? I can also tell you when the original is back.

Tip: Never end with “sold out”. Offer something similar, or a back-in-stock message.

4 Saying no to a discount, politely

> I understand. The price is already our best on this item. What I can do is [free delivery in town / a small free gift / N$[x] off your next order]. Shall we go ahead?

Tip: Protect your price by offering a small extra instead of a lower price.

5 Make it worth buying two

> If you take 2 or more, I can do R[bundle price] for all (you save R[x]). Want me to add another one?

Tip: Use this when a buyer is already keen. Work out your margin first so the bundle still makes you a profit.

SAMPLE

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6 A clear final offer

> My final price for you is KSh [price], valid today only. If that works, I'll reserve it now.

Tip: Only make a final offer once, and stick to it. A real deadline helps the buyer decide.

7 Hold it, with a deadline

> I've reserved [item] for you until [time/date]. After that it goes back on sale, so please pay or confirm before then.

Tip: Reserving shows good service. The deadline stops stock being blocked by buyers who never pay.

8 Make paying easy

> To confirm your order, please pay N$[total] by [EFT / eWallet / PayToday] to [account details] and send the proof of payment here. I'll confirm as soon as it reflects.

Tip: Name the exact amount, the method and the next step. Edit for your country, e.g. SnapScan or Capitec Pay, Lipa na M-PESA (Buy Goods Till), or bank transfer, OPay or Moniepoint.

9 The almost-finished order

> Hi [Name], you were almost done with your order for [item] (R[total]). Need help with payment or delivery? Just reply here.

Tip: Send it a few hours after the chat stops. Offering help works better than pushing.

10 One follow-up with a reason to decide

> Hi [Name], the [item] you asked about is still reserved until [time] today. Shall I keep it for you?

Tip: Follow up once or twice at most, and always politely. Leave the door open even if the answer is no.

How to use these replies

1. In WhatsApp Business, open **Business tools → Quick replies** and tap + to add one.

2. Paste the reply and give it a short shortcut, e.g. **/avail**, **/total**, **/pay**.

3. In a chat, type **/** and pick the reply. Fill in the [brackets] before you send.

4. Keep your own voice: change the words so they sound like you and your shop.

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Want all 49 replies?

These 10 replies are taken or adapted from the **WhatsApp Business Seller Starter Kit**. The full kit has 49 scripts plus everything else you need to run your shop from your phone.

WhatsApp Business Seller Starter Kit — $19

- 49 copy-paste reply scripts with Quick Reply shortcuts: greetings, haggling, payments, delivery, follow-ups, reviews, complaints and refunds
- 17-page guide (PDF + Word): WhatsApp Business setup checklist, catalogue templates, a Facebook Marketplace listing formula and a pricing & margin cheat sheet
- Fill-in-the-blank shop policies: pricing, cash on delivery, deposits and returns
- Order Tracker spreadsheet and a 30-day content calendar

Get it: sellerstarterkit.com

Kit + Manager Bundle — $29

- Everything in the Seller Starter Kit ($19), plus the **Money & Stock Manager** ($15)
- Track stock with reorder alerts, profit after costs and expenses, cash received, and who still owes you
- Works in your currency: N$, R, KSh, ₦, GH₵, USh, TSh, US$ and more
- $29 instead of $34 bought separately, so you save $5

Get it: sellerstarterkit.com

14-day money-back guarantee. If the Kit or the Bundle isn't useful for your business, email sellerstarterkit@gmail.com within 14 days of purchase for a full refund. No hassle.

Which one is right for you?

Choose the Kit if you mainly want help in the chat: replies, catalogue, policies and a posting plan.

Choose the Bundle if you also want to track stock, profit, cash and who still owes you.

Want one new selling tip a week? Join free: **sellerstarterkit.com**. Unsubscribe any time.

Instant download. Works with the free WhatsApp Business app, Excel and Google Sheets. Independent products, not affiliated with WhatsApp, Meta or any payment provider named.

Questions: sellerstarterkit@gmail.com · Pholtamax Investments CC, Humpata Str 56, Gobabis, Namibia

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