

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

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SAMPLE

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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