Help For Shopping

SWIPE FILE

READY TO USE · COPY AND PERSONALIZE

# 12 proactive messages that sell during sales

The messages an agent sends at the right moment to turn browsers into buyers — right through the sales peak.

① Discovery ② Consideration ③ Cart ④ Return

HelpForShopping · The live chat that sells · 2026

HOW TO USE THEM

# The right message, at the right moment

During sales, traffic climbs and purchase intent runs high, but the window for hesitation is narrow. A reply at the right instant moves the needle. Shoppers who talk to a live agent in chat are about **2.8x more likely to buy** (Forrester).

1

### Personalize them

Replace [product], [category], [size] with the real data of the visitor you see in chat.

2

### Timing

Each message is built for a precise point in the journey: send it when the visitor is right there.

3

### Tone

Direct and human, never pushy. Open a conversation, don't force a sale.

4

### Measure

Keep the ones that convert best: tracking tells you which message led to the order.

**HUMAN-FIRST**

These are prompts for the **people** who run the chat, not automations. They work because there's someone behind them reading the context and genuinely responding.

## ① Discovery

Shoppers who land during the sales and are still browsing

### VISITOR JUST ARRIVED

> «Hi! During the sales the best sizes and styles go fast — tell me what you're looking for and I'll let you know right away what's still in stock.»

**SELLS** Real urgency (sale stock) + concrete help, not the usual "can I help you?".

### FILTERING OR SEARCHING

> «Want me to show you only the on-sale pieces in your size? That way you won't waste time on the sold-out ones.»

**SELLS** Removes friction and positions you as a shortcut to the purchase.

### TORN BETWEEN CATEGORIES

> «I can give you two quick tips: the 3 items most picked today and the ones with the biggest discount. Which do I start with?»

**SELLS** Social proof + discount lever, and it invites a reply: it opens the dialogue.

## ② Consideration

On the product page, where hesitation is born

### LONG TIME ON A PRODUCT

> «I see this style caught your eye — want to know how it fits or whether it's worth sizing up? I'll tell you in a second.»

**SELLS** Anticipates the sizing doubt, the number-one cause of returns.

CONSIDERATION · PRODUCT WITH VARIANTS

> «This color is selling out on sale. If you like it, I'll set one aside while you decide, so you don't lose it.»

**SELLS** Urgency + service (hold): nudges toward the decision.

CONSIDERATION · PRICE DOUBT

> «With today's discount this price won't come back until next season. Want me to walk you through how it differs from the base model?»

**SELLS** Justifies the spend with a time lever and offers guidance.

## ③ Cart & checkout

Owning the moment the real decision happens

PRODUCT IN CART, STALLED

> «You've added [product] to your cart. All clear on shipping and returns, or can I clear up a doubt before you check out?»

**SELLS** Removes the objections that cause abandonment, right at checkout.

HESITATION OVER DELIVERY TIMES

> «During the sales, deliveries can run a couple of days longer: if you need it by a certain date, tell me and I'll check whether it arrives in time.»

**SELLS** Honesty about timing during sales = trust, not abandonment.

CART · FREE SHIPPING THRESHOLD

> «You're just a few euros away from free shipping — want me to suggest an on-sale item that pairs with what you've picked?»

**SELLS** Raises the order value with a relevant suggestion, not spam.

## ④ Return & post-purchase

Recognizing returning shoppers and bringing buyers back

RETURNING VISITOR (RECOGNIZED)

> «Welcome back! Last time you were looking at [category] — new pieces just arrived on sale, want me to show you?»

**SELLS** Recognition + picking up the thread: it reactivates purchase intent.

CUSTOMER WHO ALREADY PURCHASED

> «How are you getting on with [product]? If you need the right accessory or a tip on pairing it, I'm here.»

**SELLS** Post-purchase opens a second sale and builds retention.

ABANDONED CART, RETURNING

> «You'd left [product] on sale in your cart — it's still available in your size. Shall we grab it together?»

**SELLS** Direct, specific recovery (size, sale), with a collaborative CTA.

FROM CHAT TO SALE

## These messages work better with the right tool

A proactive message pays off when you can **see what the visitor is looking at**, suggest from the catalog inside the conversation and know which chat made the sale. That's exactly what HelpForShopping does.

TRY IT IN YOUR NEXT SALES

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