

How an AI chatbot brings you *more sales.*

Why visitors leave without buying, and how an assistant on your website turns their questions into sales.



Inside this *guide*

Seven short chapters. About ten minutes, start to finish.

- 01 The sale you never saw
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start anywhere

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ALSO IN THIS SERIES

What visitors ask before they buy

Guide 02, available now

The sale you never saw

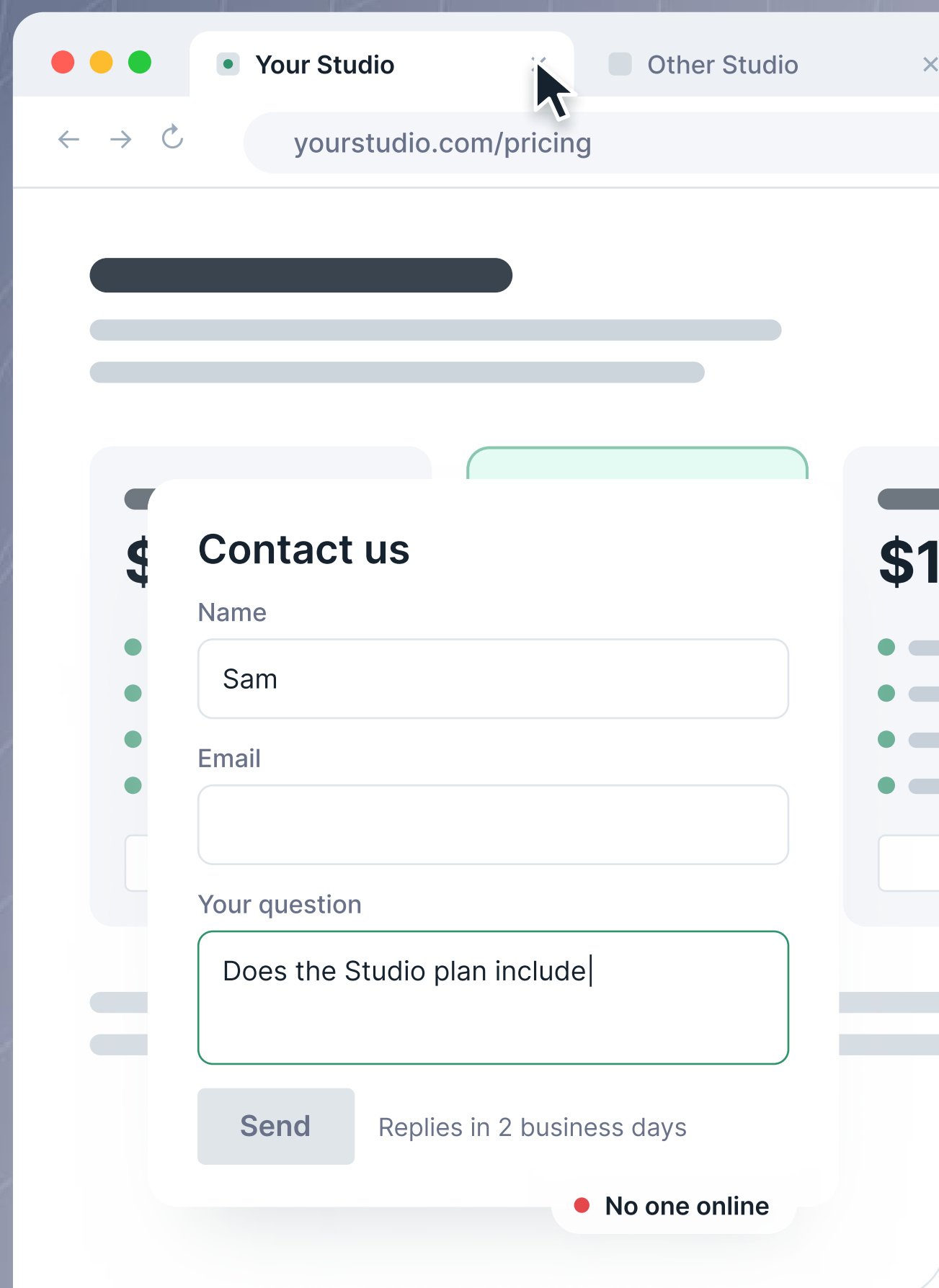
The customers who leave without a word are the ones nobody counts.

Sunday, 11:48 pm

Does the Studio plan include setup?

the one question they had

closed your tab



It is 11:48 on a Sunday night. Someone has your pricing page open in one tab and a competitor's in the other. They have one question.

Nobody is there to answer it, so they close your tab. You never hear about it. No email, no missed call, nothing in your analytics that says a sale just walked out.

Most visitors never write in. A contact form and a two day wait feel like too much when another website is one click away. The people who leave are not uninterested. **They are unanswered.**

What this guide covers

How an AI chatbot on your website answers those questions the moment they are asked, from what your own pages say, and hands everything else to you.

It is written for owners and small teams, not developers, and takes about ten minutes to read.

SIGNS IT IS HAPPENING TO YOU

- ✓ People email you questions your website already answers.
- ✓ Contact forms arrive late at night and at weekends.
- ✓ Visitors reach your pricing page, then leave.

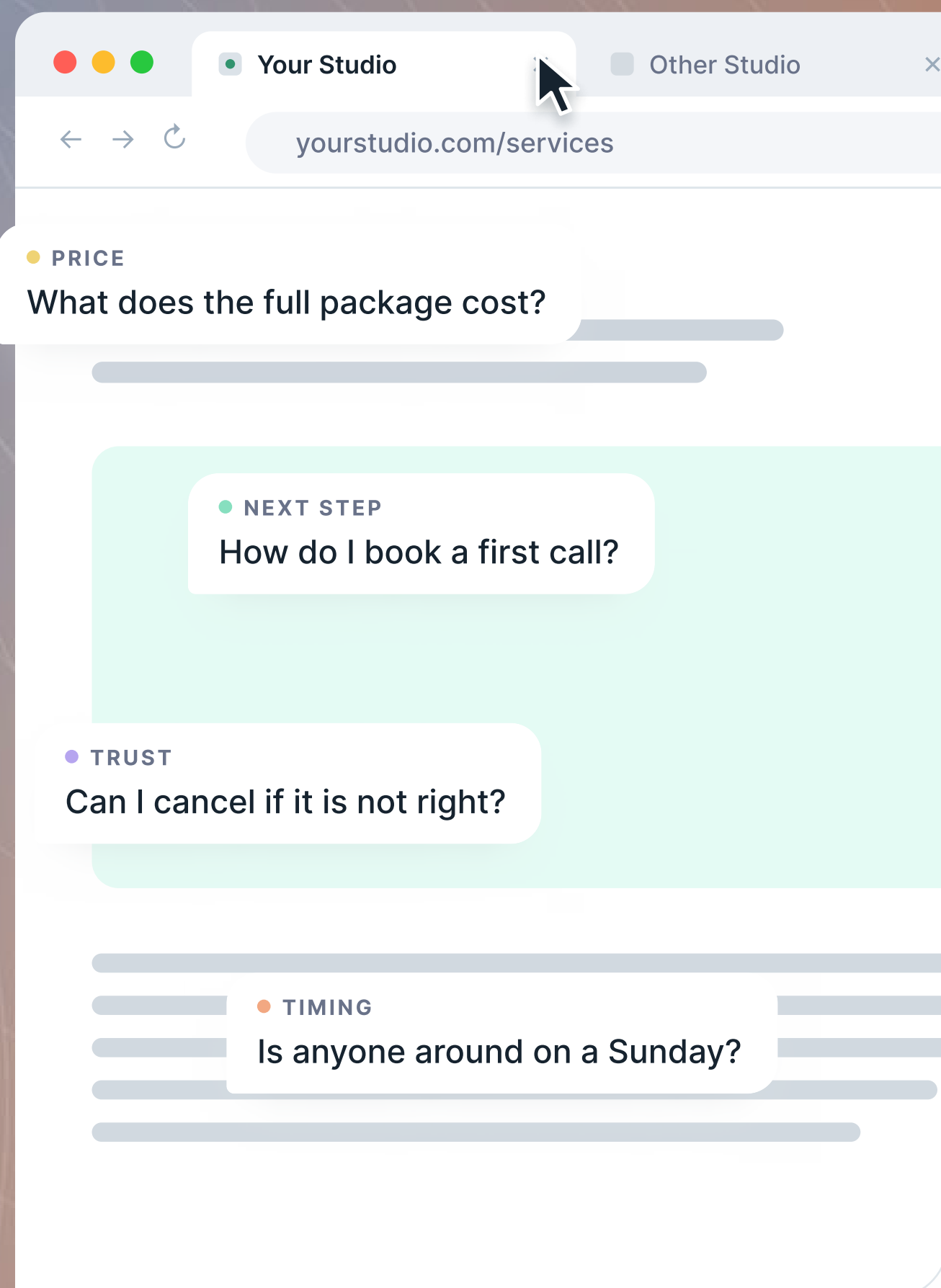
Where sales *slip away*

The four small questions that stand between a visitor and a sale.

Left after 2 min 40 s

4 questions, 0 answers

*none of these were
ever asked out loud*



Visitors rarely leave because they dislike what you sell. They leave because one small question stood between them and the next step.

Price and fit

What does it cost? Is this right for someone like me? If the answer is three pages deep, most people will not go looking.

The next step

How do I book? When can you start? A clear next step is the difference between **interested** and **customer**.

Trust

Can I cancel? What is your returns policy? These are the questions people ask right before they commit.

Timing

Questions do not keep office hours. Evenings and weekends are often when people finally compare their options.

QUESTIONS YOUR VISITORS HAVE RIGHT NOW

✓ What does it cost, and what is included?

✓ How soon can you start?

✓ What happens if it does not work out?

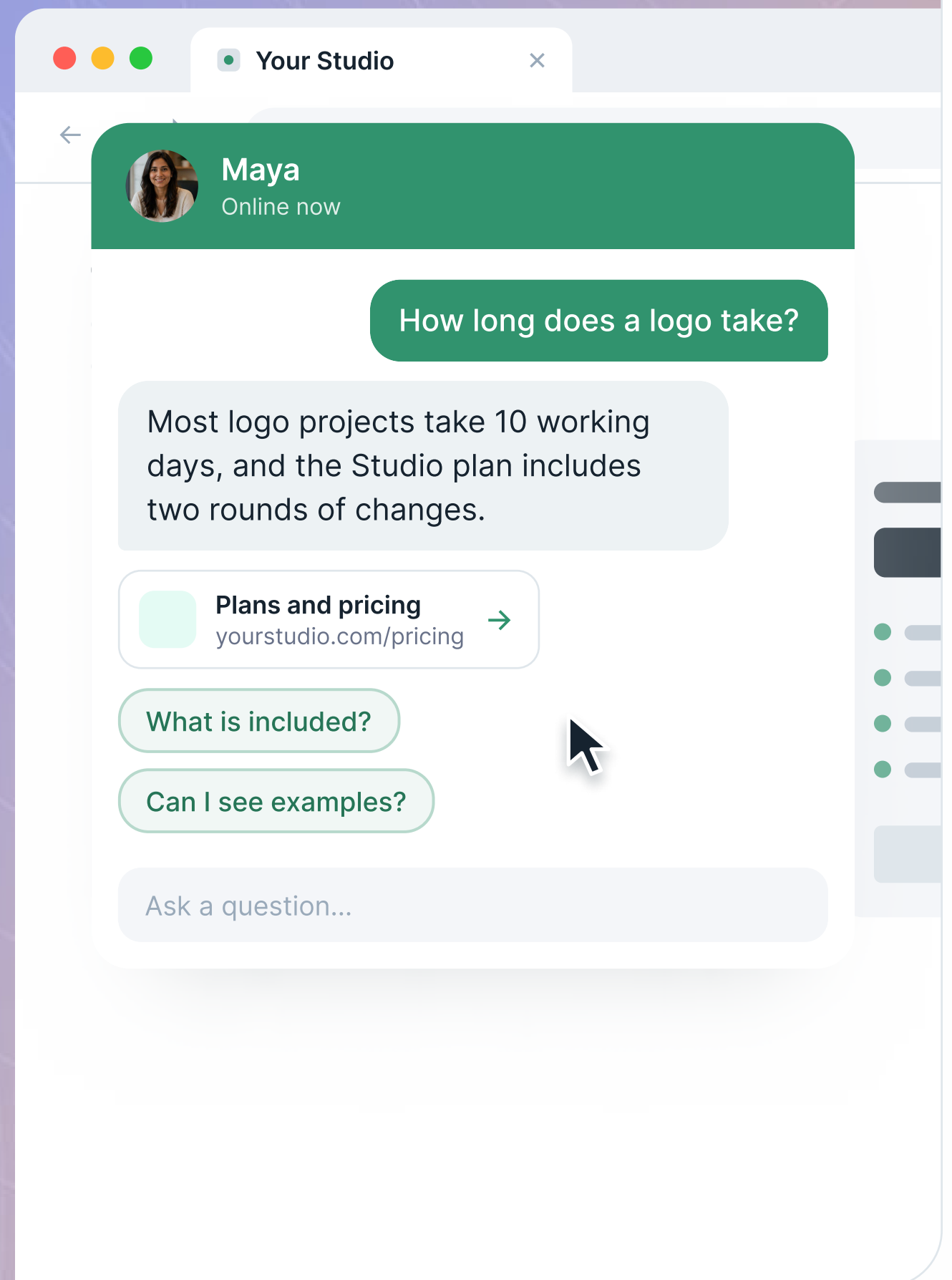
What an AI chatbot *actually* does

A patient team member who has read every page of your website.

Answered from your pricing page

Sunday, 11:52 pm

the answer, and the page to go deeper



Think of it as your most patient team member. One who has read every page of your website and is still awake at 3 am.

It reads your website. Give it your address and it learns your services, prices and policies in a few minutes.

It answers only from your content. If your site does not say it, the assistant says so plainly instead of guessing.

It sends people to the right page. Every answer comes with the link to pricing, booking or returns.

It hands over to you. When a question needs a person, it takes the visitor's email and passes the conversation to your inbox.

It stays up to date. It reads your site again every week, so a new price is picked up on its own.

It sounds like you. Your name for it, your colours, your picture and your tone.

WHAT IT WILL NOT DO

- ✓ Make things up when your website is silent.
- ✓ Pretend to be a person.
- ✓ Replace the people on your team.

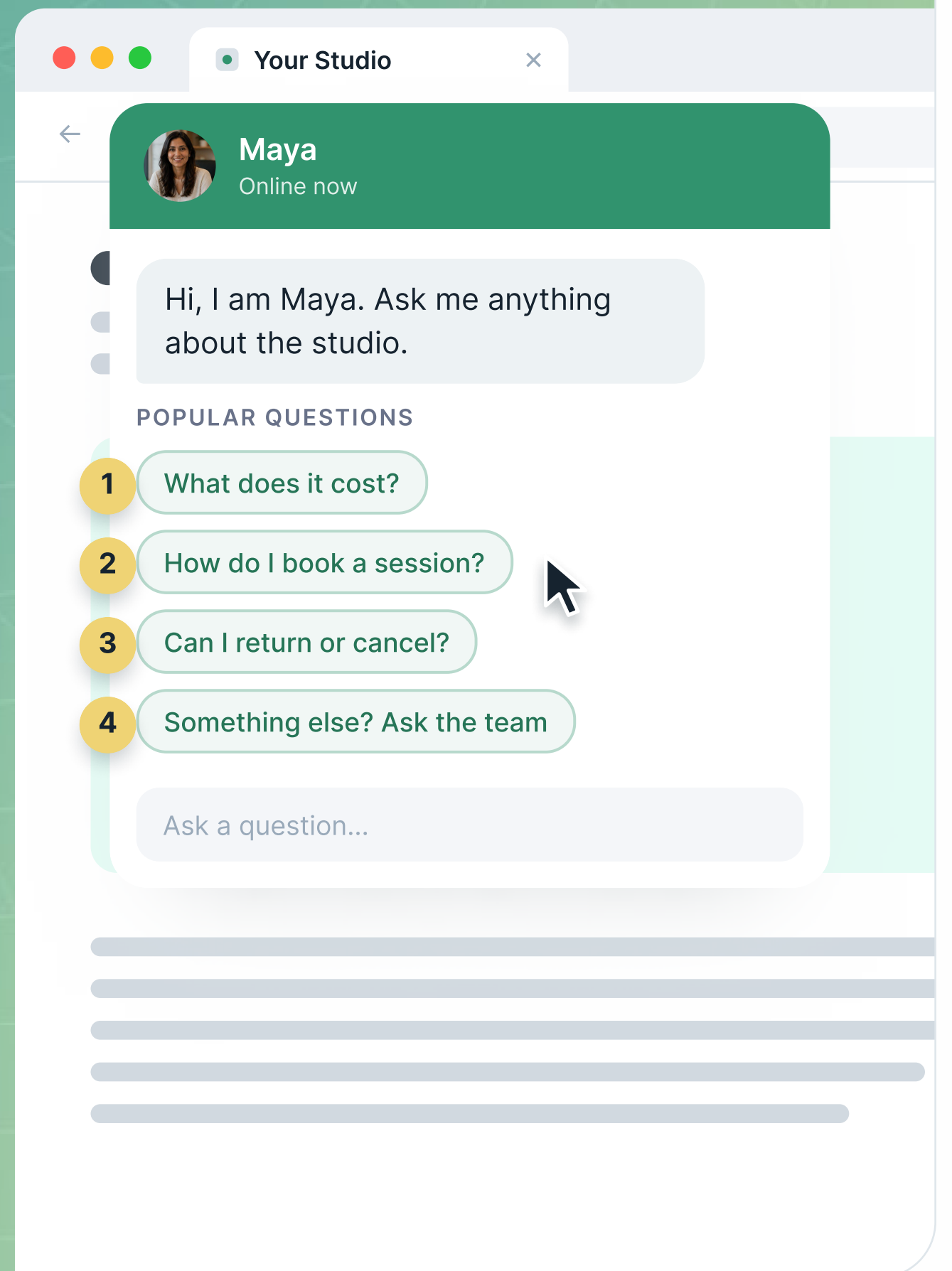
Five moments that turn *into sales*

The same handful of questions, answered the moment they are asked.

5

Sunday, 11:02 pm

*one tap,
one answer*



Every website gets the same handful of questions over and over. These are the five moments where a quick answer turns a visitor into a customer.

- 1 **“Do you do this, and what does it cost?”**
Answered from your pricing page, with the link, while they are still deciding.
- 2 **“How do I book or get started?”**
The step, and the page to take it on, in the same minute.
- 3 **“Where is my order? Can I return it?”**
Your policy, word for word, so nothing is promised that it does not say.

- 4 **“I have a question no page answers.”**
It says so honestly, takes their email and hands the conversation to you.
- 5 **“It is 11 pm on a Sunday.”**
Same answers, same tone, no queue. Your website keeps selling after you close.

TRY THIS

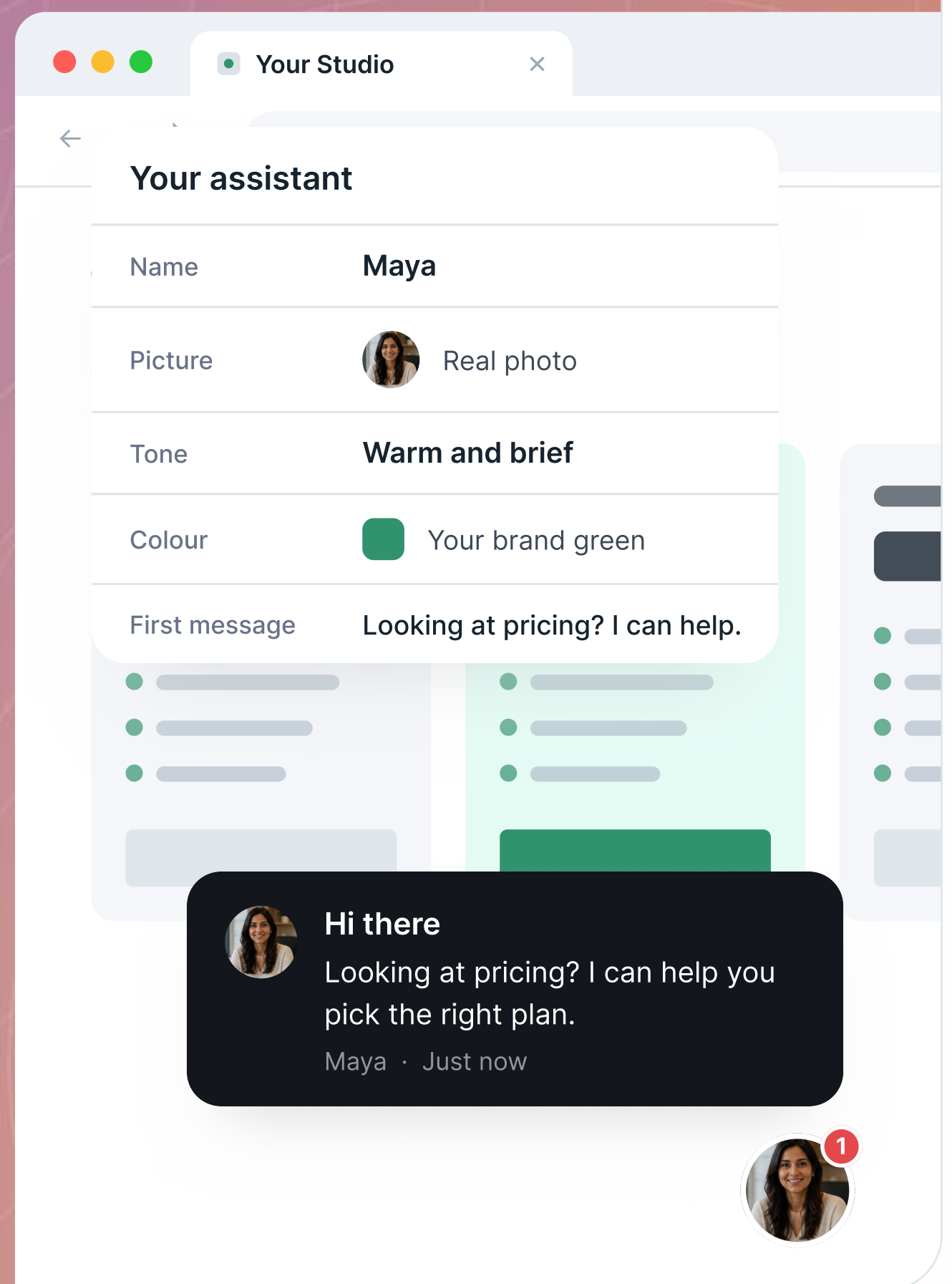
Put your top questions in the chat as popular questions, so visitors can tap instead of type.

Best practices for a chatbot *that sells*

A few choices on day one make it feel like a helpful person, not a phone menu.

● Looks like your website

*their question,
not your pitch*



A good assistant feels like a helpful person at the counter. A bad one feels like a phone menu. The difference is a few choices you make on day one.

Be clear it is an assistant

Give it a name and a friendly face, but never pretend it is a person.

Open with their question

“Looking at pricing? I can help” beats “Welcome to our website!”

Keep answers short, with a link

Two or three sentences, and the page that goes deeper.

Help first, ask for details after

A form before the first answer feels like a toll booth.

Look like part of your website

Your colours, your tone, your picture. Your business talking.

Turning conversations into leads

Every conversation says what someone wants. Keep a way to reply.

straight to your inbox

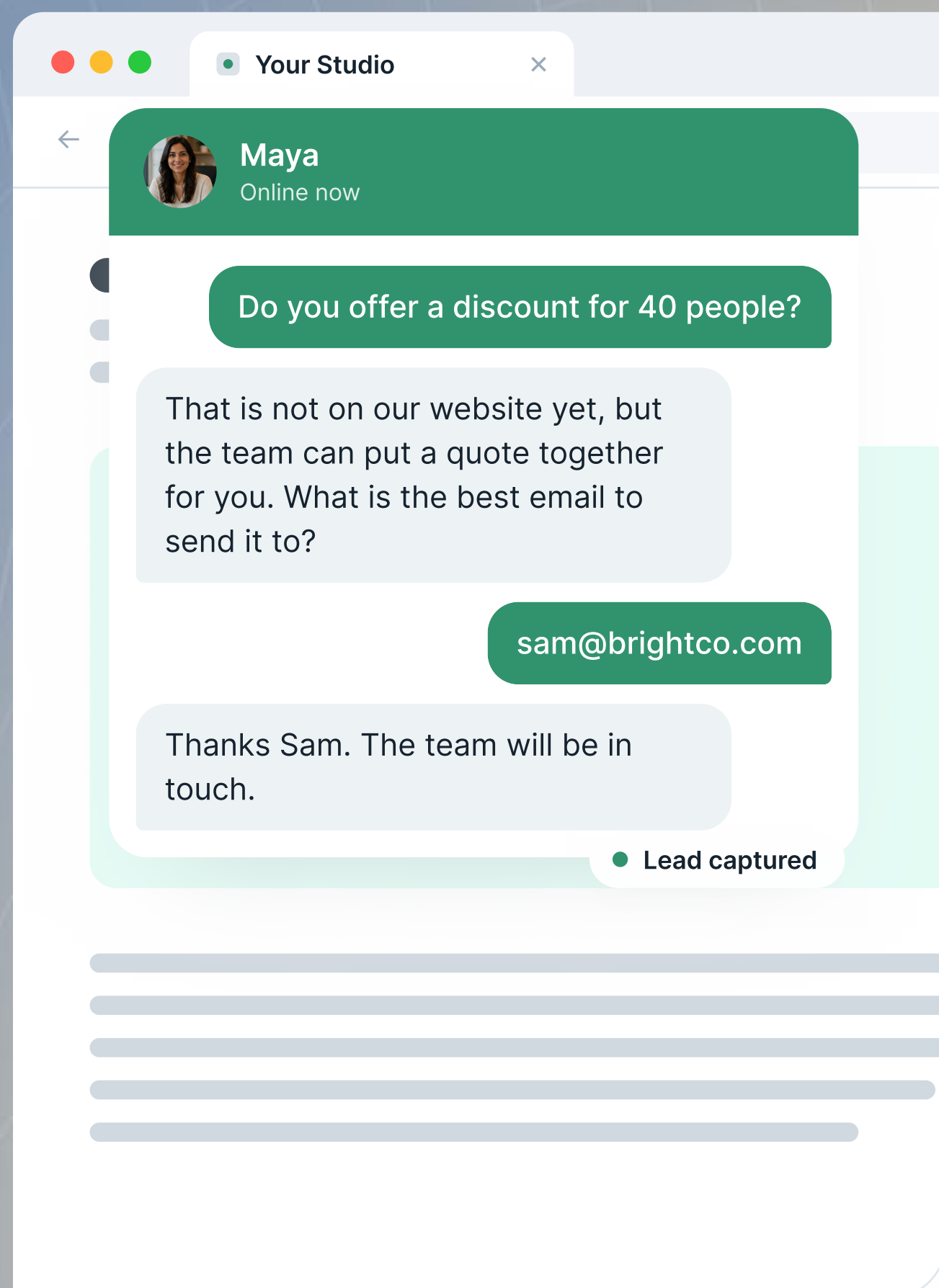


Cluable
to you · now

New lead from your website

Sam asked about group pricing for 40 people. Reply to sam@brightco.com, the full chat is attached.

[Reply to Sam](#)



Every conversation tells you what someone wants. The only thing missing is a way to reply. Collect that, and a chat becomes a lead.

You choose when the assistant asks for contact details: before the chat starts, after a few messages, or only when it needs to hand over.

Asking at handover feels the most natural, because by then the visitor has already seen it help.

Every lead arrives **with the full conversation**, so you know exactly what they asked before you write back.

Reply while it is warm

Someone who asked a question an hour ago still remembers why. Tomorrow they may have found someone else.

GOOD TO KNOW

When the assistant cannot answer, it says so plainly and offers to pass the question on. Nobody is left waiting without knowing why.

Your first month

Your visitors will tell you exactly what your website is missing.

CONVERSATIONS

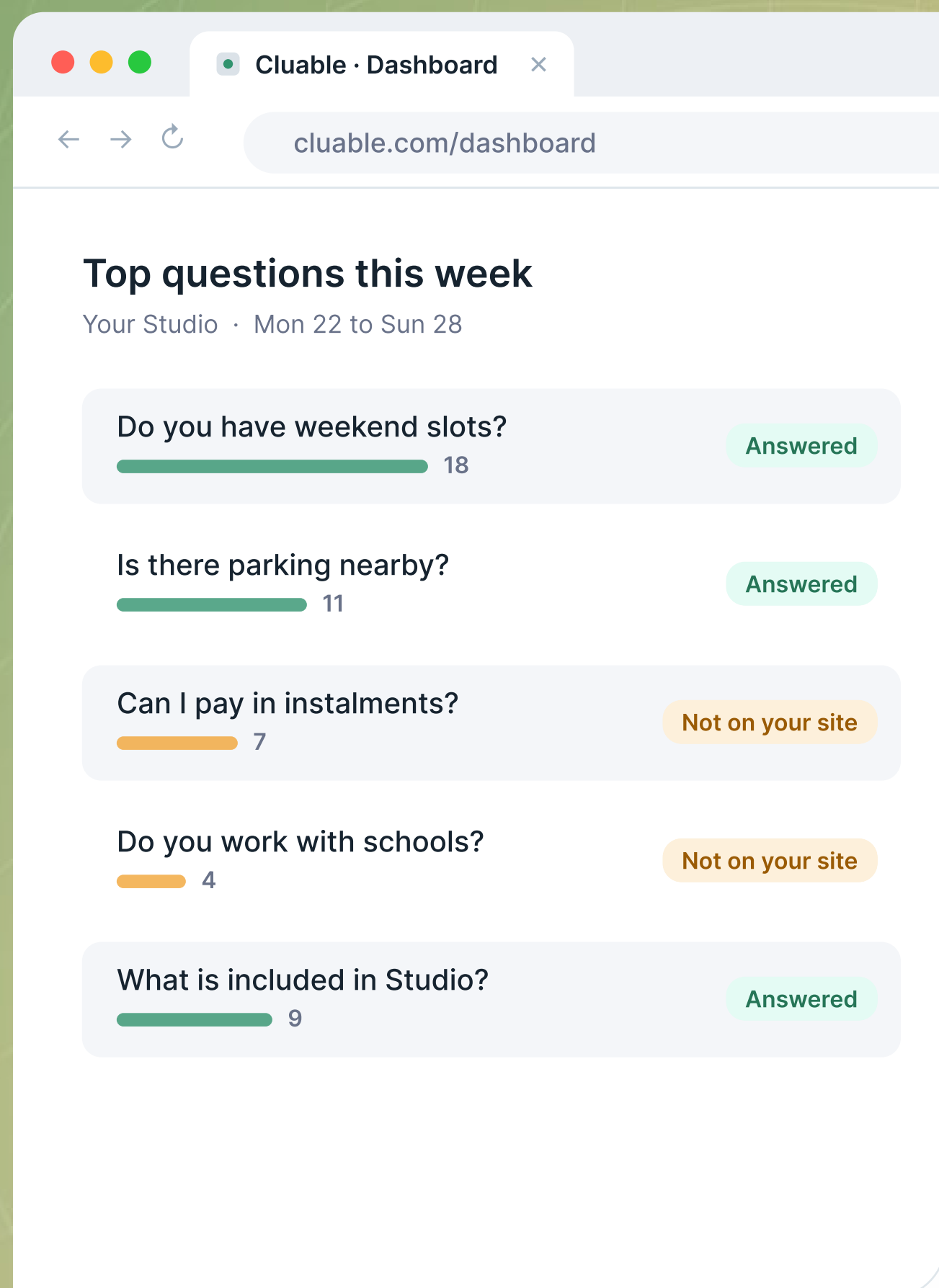
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NEW LEADS

3

Weekly summary, Monday 9 am

add these two to your website



The first few weeks are the most useful, because your visitors will show you exactly what they wanted to know.

- ✓ **Read what people ask.** It is a free list of what your website does not make obvious.
- ✓ **Fill the gaps.** When it could not answer, add the answer to a page. Next week it can.
- ✓ **Notice where it sends people.** The pages it links to most are the ones doing the selling.
- ✓ **Reply to every lead within a day.** A quick reply is often the easiest sale of the week.
- ✓ **Put a face on it.** A real photo or a short video makes it feel like your business.

WHAT GOOD LOOKS LIKE

By the end of the month the assistant answers the questions your inbox used to get, your pages are clearer, and every visitor who needed a person has been passed to one.

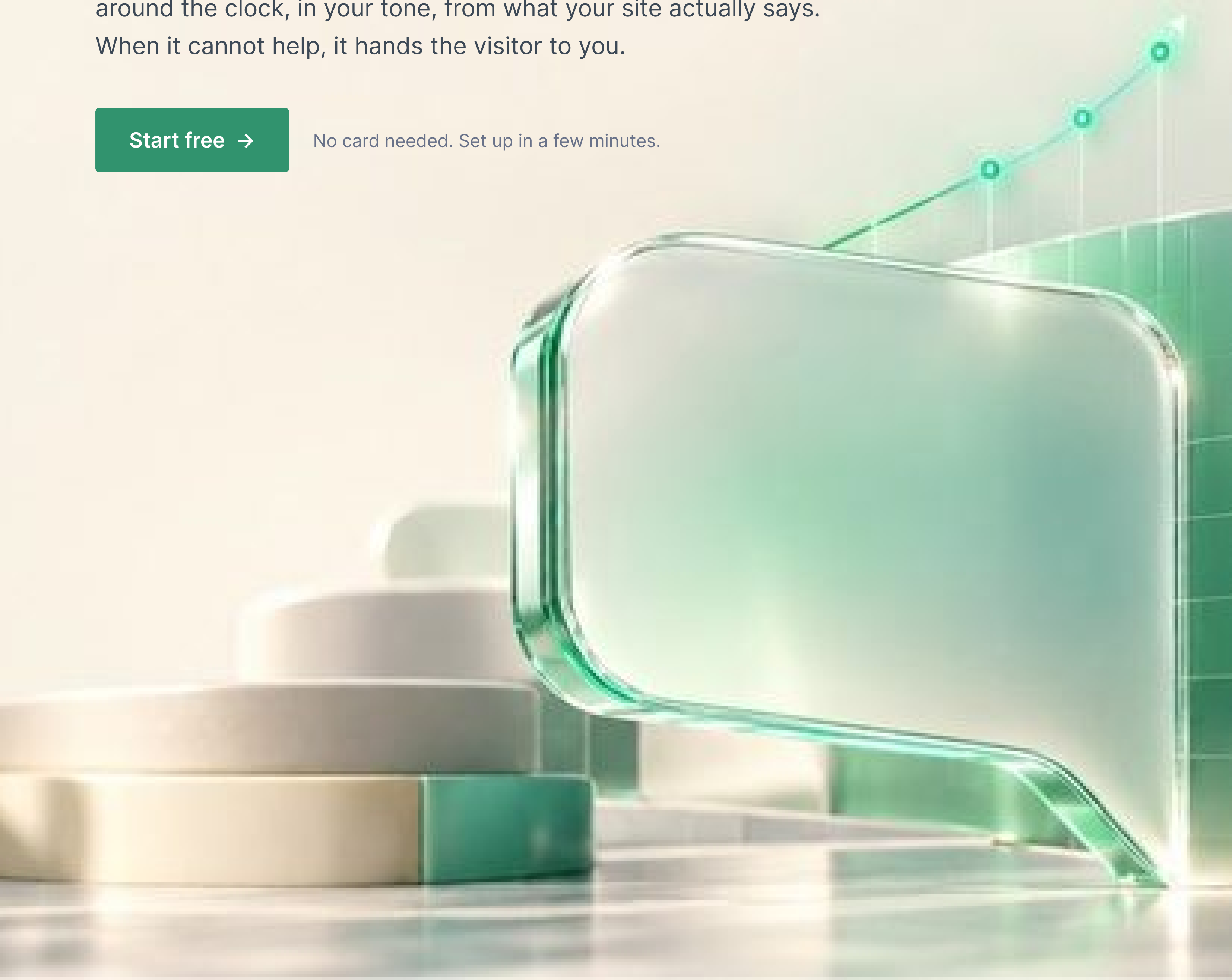
READY WHEN YOU ARE

Put an assistant on your website *this afternoon.*

Cluable reads your website and answers your visitors' questions around the clock, in your tone, from what your site actually says. When it cannot help, it hands the visitor to you.

Start free →

No card needed. Set up in a few minutes.



cluable