

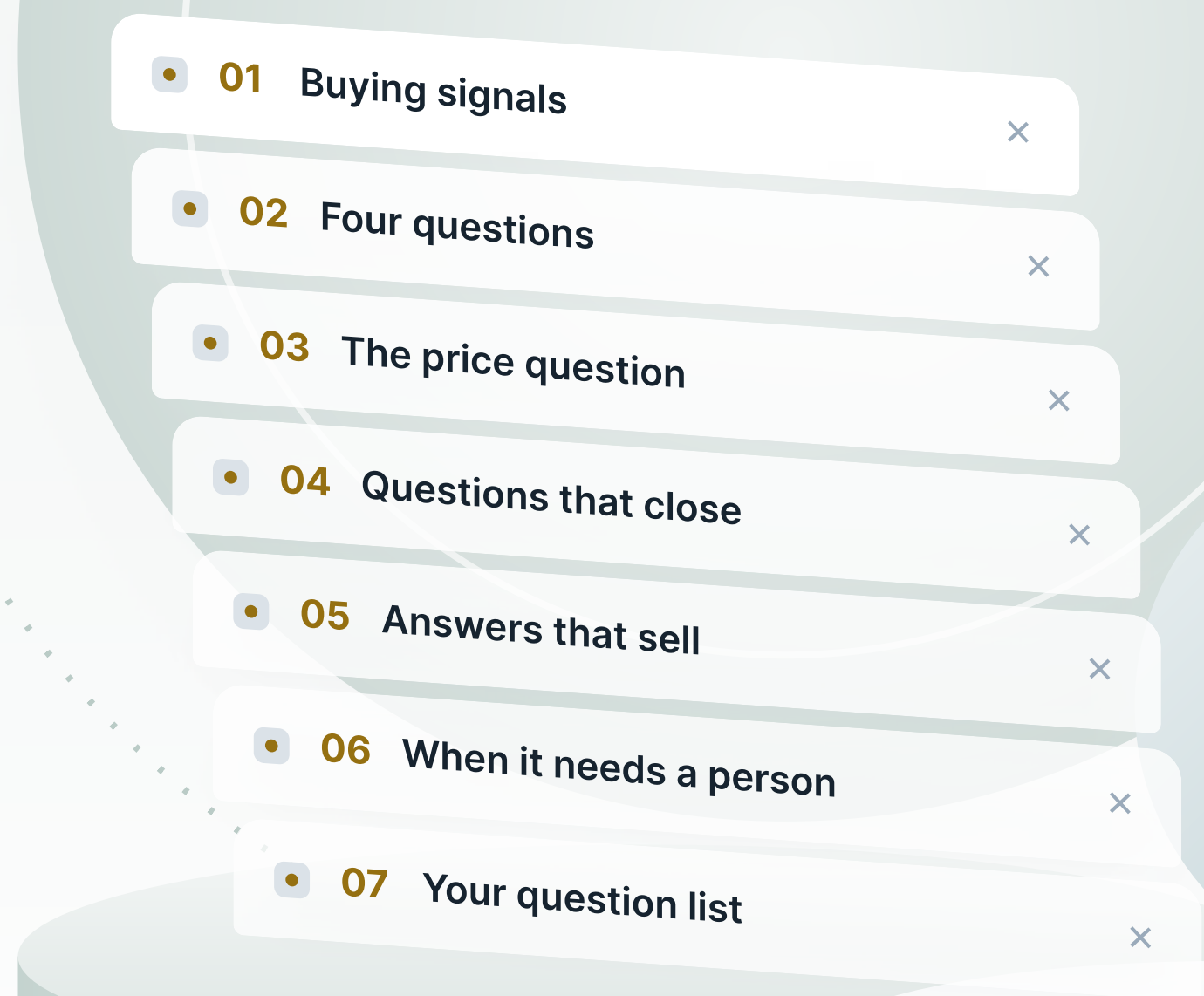
# What visitors ask before *they buy.*

The questions that come right before a sale, and how to answer each one so the visitor stays.

# Inside this *guide*

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

 *start anywhere*



|           |                                                                                                |           |
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ALSO IN THIS SERIES

**How an AI chatbot brings you more sales**

Guide 01, available now

# Questions are *buying signals*

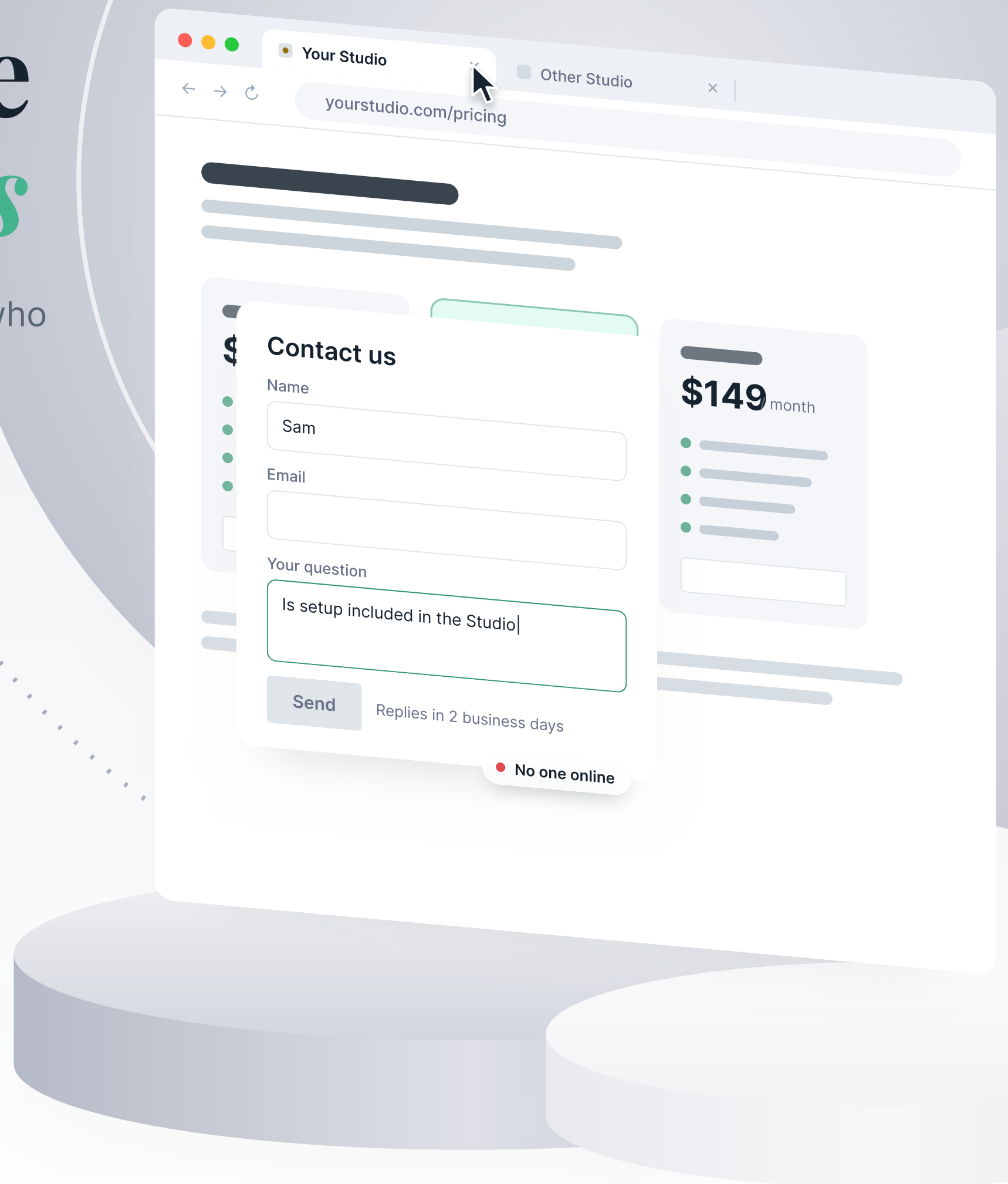
People who ask something are people who are still deciding.

● Tuesday, 9:14 pm

Is setup included in the Studio plan?



*this is the buying moment*



Nobody asks what something costs out of idle curiosity. A visitor who types a question is already picturing the purchase.

A question is the moment a browser turns into a buyer. They have found something they want, and one detail stands in the way: the price, the timing, whether it suits them.

Answer it there and then, and the decision carries on. Leave it for tomorrow, and the moment passes. Most people will not wait. **They will ask somewhere else.**

## What this guide covers

The questions visitors ask right before they buy, why each one matters, and what a good answer looks like on your website.

It is the second guide in the series, written for owners and small teams, and takes about ten minutes to read.

### WHERE BUYING QUESTIONS SHOW UP



Emails that begin with “quick question”.



Calls that end with “great, I will book”.



Contact forms sent late in the evening.

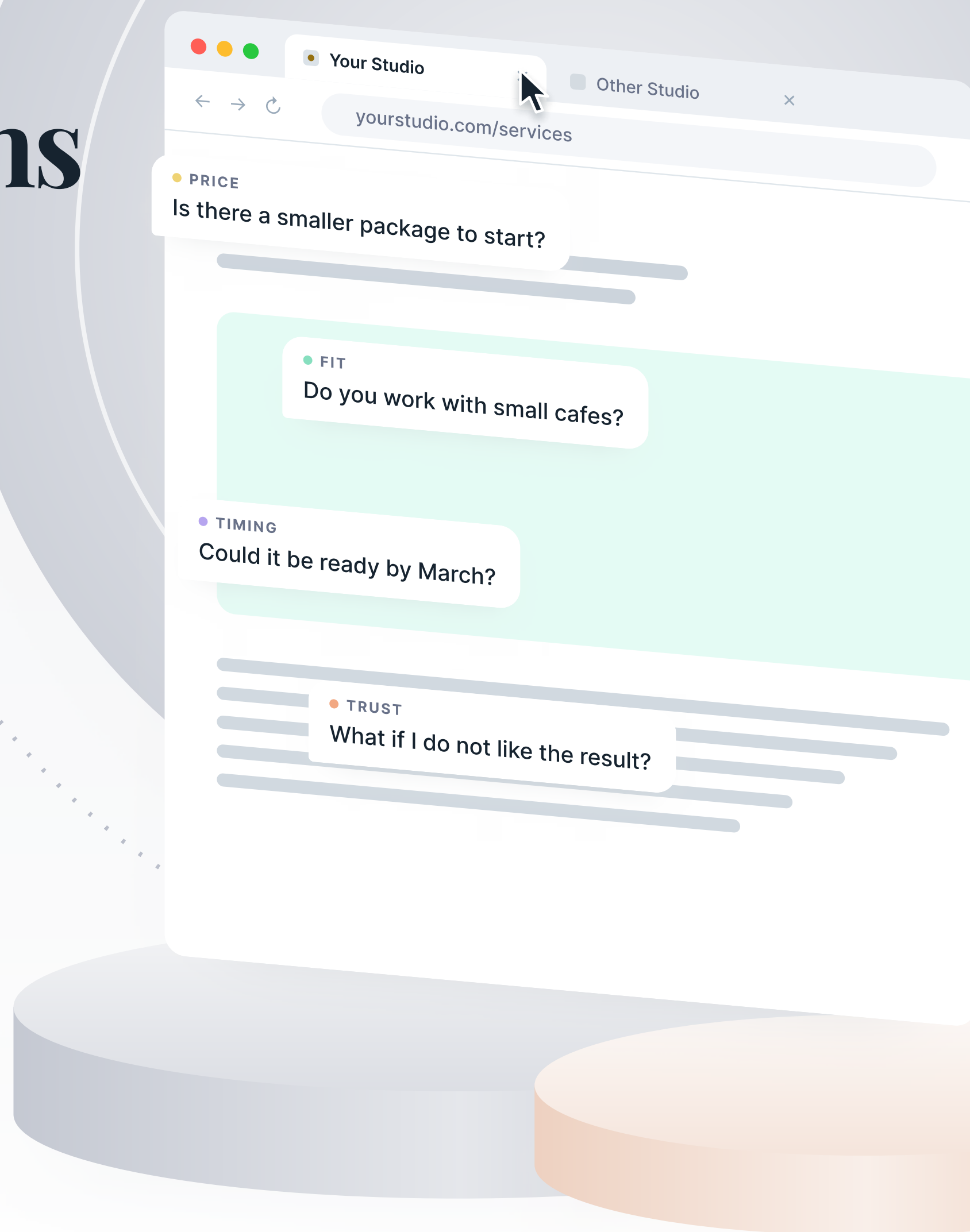
# Four questions *before a sale*

Price, fit, timing and trust. Almost every buying question is one of these.

● On your services page

● Every one is about buying

each one means  
they are interested



Visitors word them a hundred ways, but buying questions come in four kinds. Spot them and you know what your website must answer.

## Price

What does it cost, and what is included? The first thing most buyers ask, and often the hardest thing to find on a website.

## Fit

Is this right for someone like me? A clear yes, with an example that looks like them, is the difference between **browsing and buying**.

## Timing

When can you start? How long will it take? People often have a date in mind before they ever get in touch.

## Trust

Can I cancel? What if it goes wrong? These come last, right before someone commits, and they deserve a direct answer.

### A QUICK TEST FOR YOUR WEBSITE

- ☒ Can a visitor find your price in one click?
- ☒ Does a page say who you work with?
- ☒ Is your cancellation policy easy to read?

# The price question *comes first*

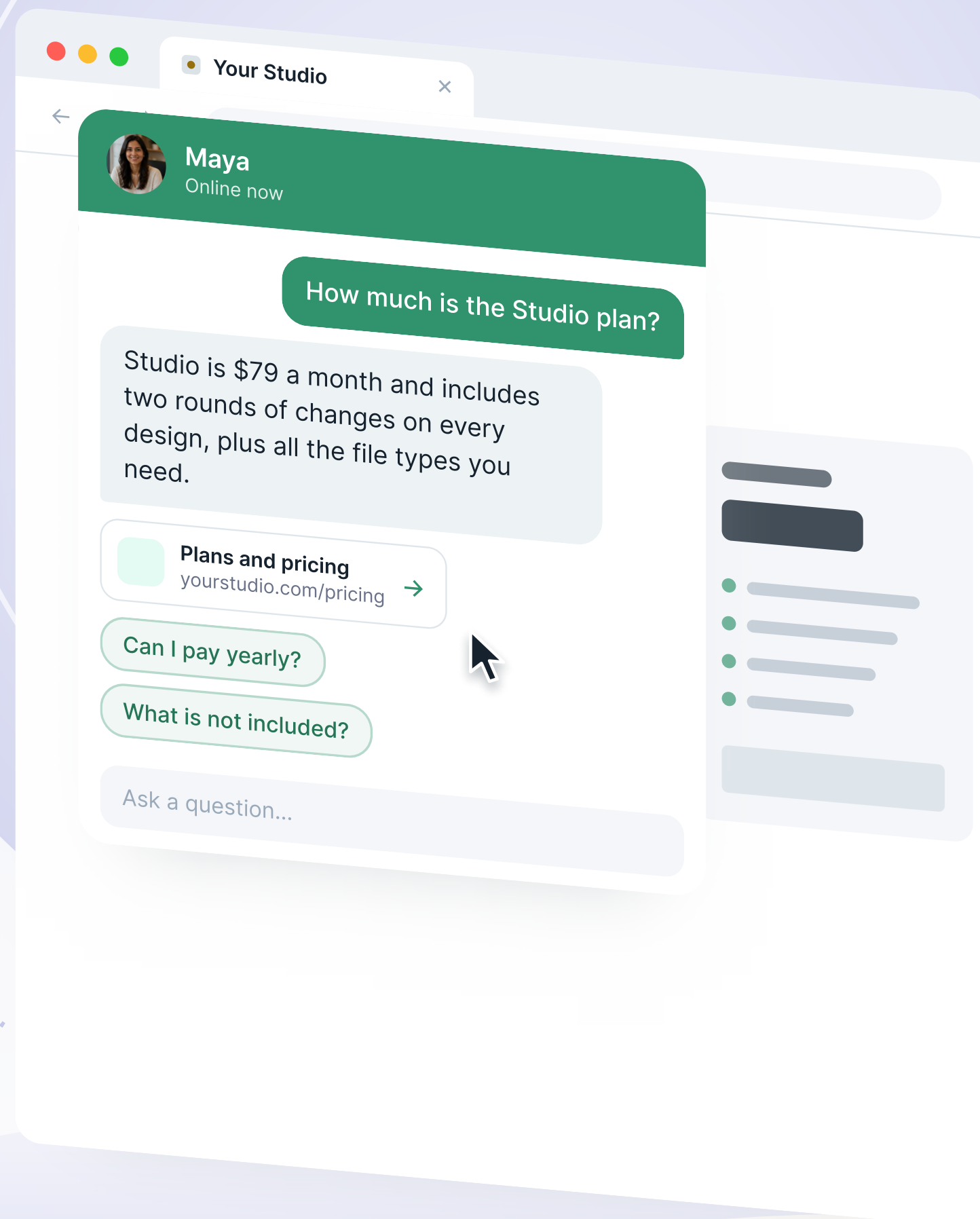
Answer it plainly, with the number and what it includes.

● Answered from your pricing page

● Monday, 7:40 am



*the number, then  
what it includes*



Hiding your price does not make people call. It makes them leave. A visitor who asks the price wants a number, not a sales call.

**Give a number.** Even a “from” price or a typical range is better than “it depends”.

**Say what is included.** A price alone invites comparison. A price with what comes with it invites a decision.

**Link to the page.** Every price answer carries the link to your pricing page, so the detail is one tap away.

**Be honest about extras.** If setup, delivery or tax costs more, say so up front. Surprises at checkout lose sales.

**Keep it current.** The assistant reads your site again every week, so a new price is picked up on its own.

**Offer the next step.** After the price, suggest what comes next: see examples, compare plans or book a call.

## AVOID THESE



“Contact us for pricing” with no range at all.



Prices that only appear inside a PDF.



Different prices on different pages.

# Five questions that close *the sale*

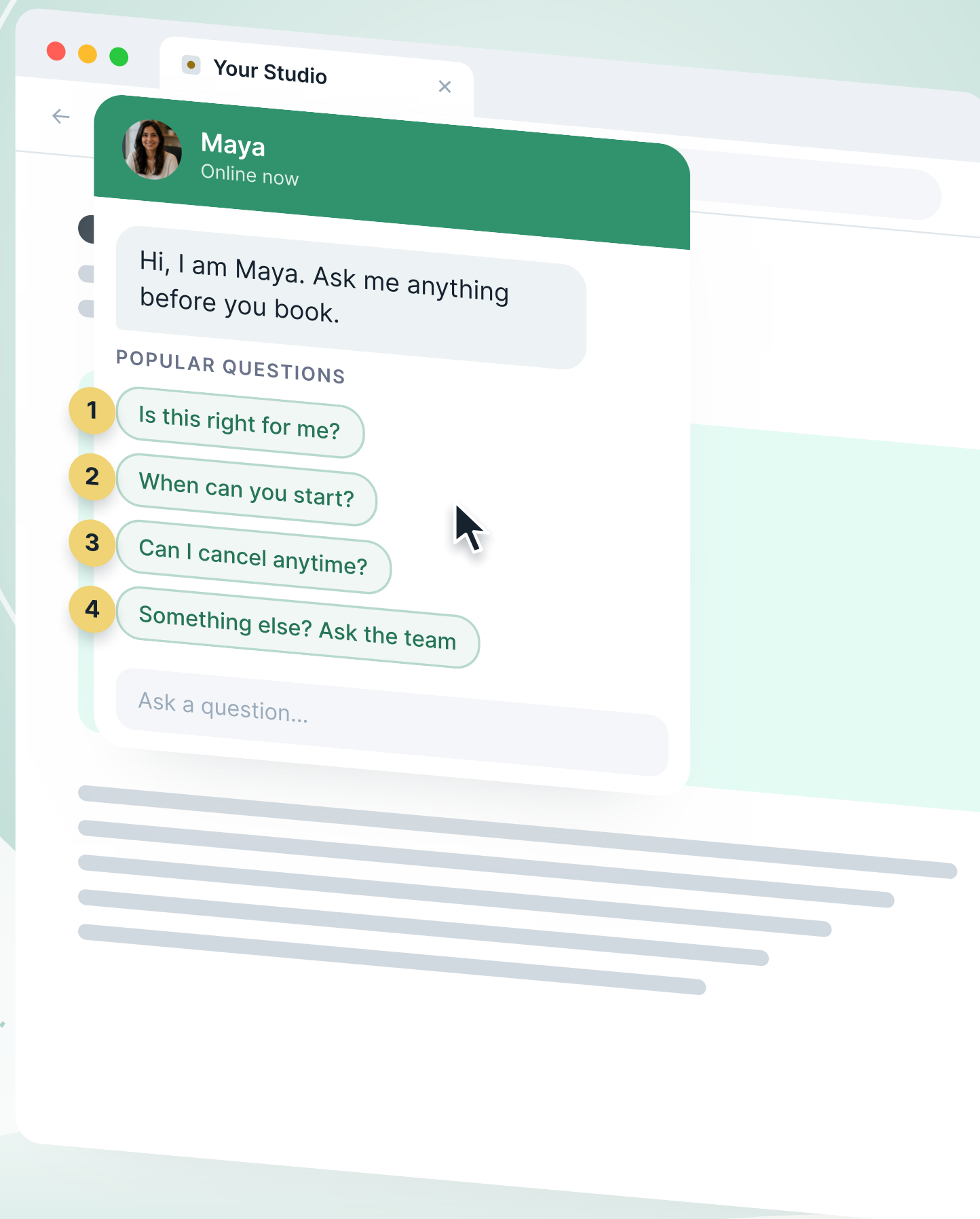
Fit, timing and trust. The last questions before someone says yes.

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● Friday, 6:15 pm



*the last step before yes*



Once the price makes sense, people ask whether it is right for them, when they can have it and what happens if it goes wrong. Answer these and the sale is close.

## 1 “Is this right for someone like me?”

Say who you work with most, with an example that looks like them.

## 2 “When can you start?”

Your real lead time and the next free slot, with the booking link.

## 3 “Do you cover my area?”

A clear yes or no, straight from your delivery or service area page.

## 4 “Can I cancel if it is not right?”

Your policy, word for word, so nothing is promised that it does not say.

## 5 “What happens after I pay?”

The first steps, in order. Knowing what comes next makes yes easier.

### TRY THIS

Add these five as popular questions in the chat, so visitors can tap them instead of typing.

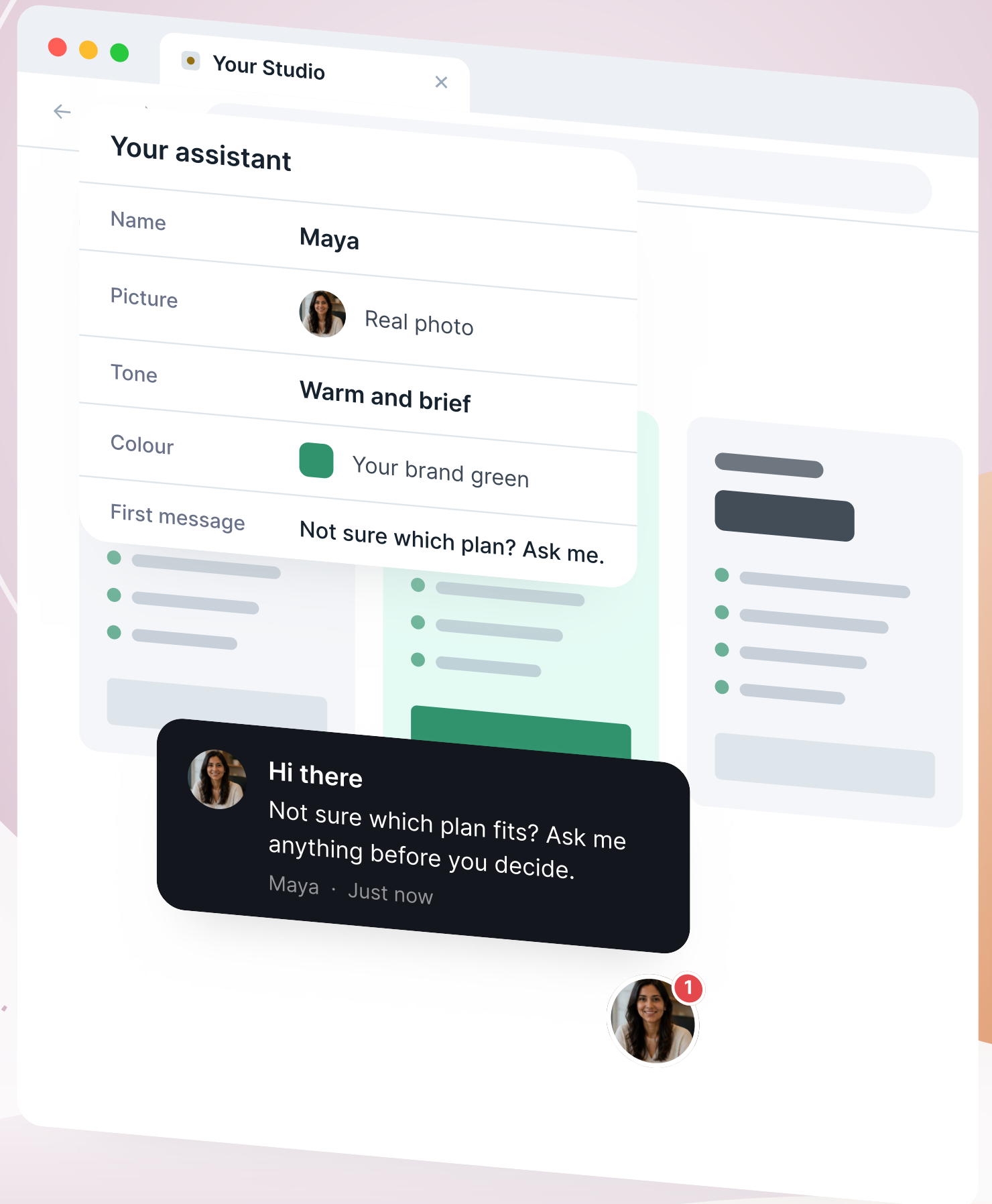
# Writing answers *that sell*

Short, specific and friendly. The rules a great shop assistant already follows.

● Sounds like your team



*answer first,  
sell second*



A good answer sounds like your best salesperson on a good day. It answers the question asked, then helps with the next one.

## Answer the question asked

If they ask about delivery, talk about delivery. Save the pitch for later.

## Lead with the answer

“Yes, we ship to Canada” beats three sentences of background first.

## Keep it short, add a link

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

## Suggest the next question

After each answer, offer two or three things people usually ask next.

## Sound like your business

Your tone and your words. Warm if you are warm, precise if you are precise.

# When the answer needs *a person*

Some questions are yours to answer. Make sure they reach you.

 *a real person, fast*

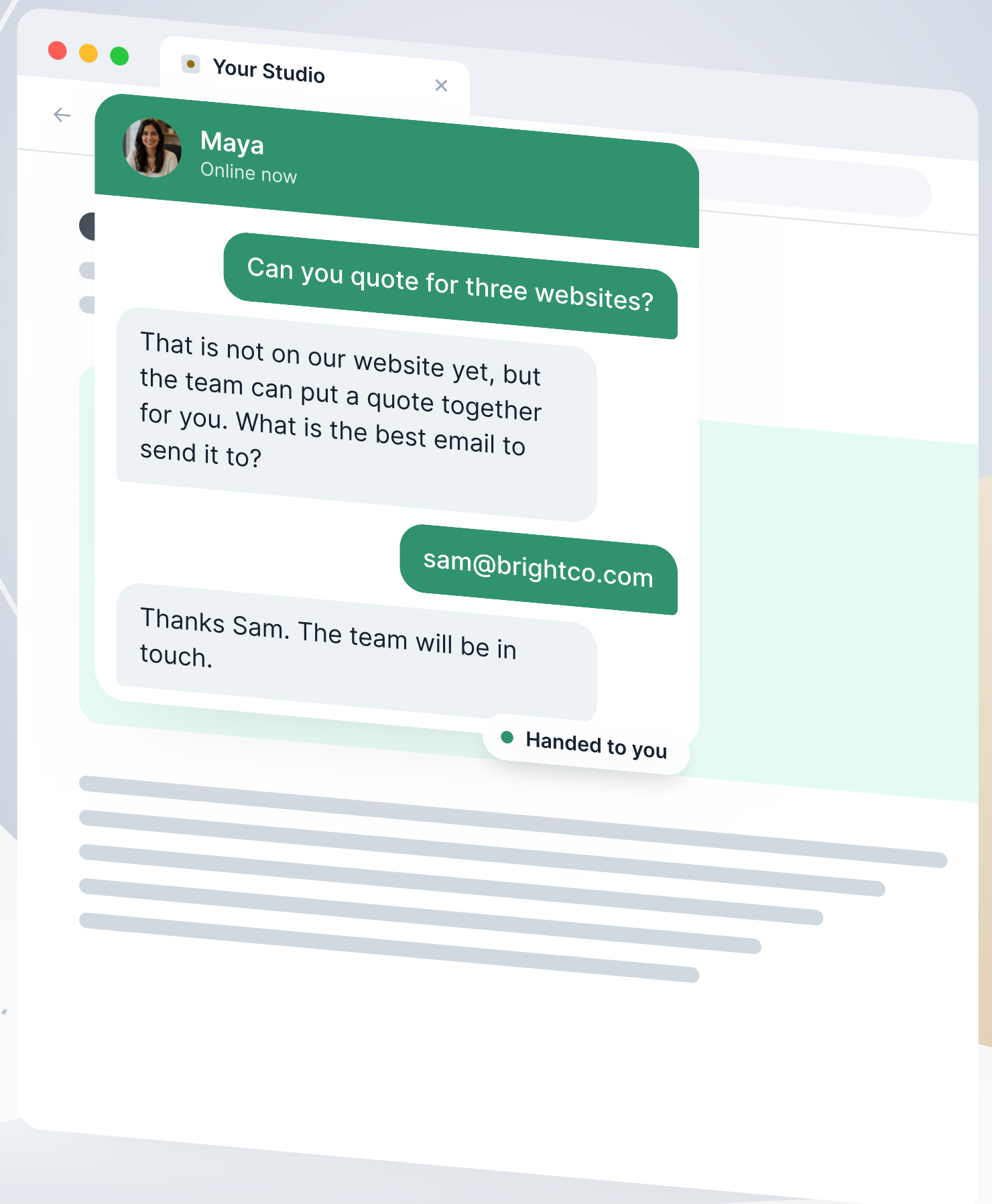


**Cluable**  
to you · now

## New lead from your website

Sam asked for a quote for three websites. Reply to sam@brightco.com, the full chat is attached.

[Reply to Sam](#)



Custom quotes, special requests and worried questions deserve a person. The job of the assistant is to notice, say so and pass them on.

Some questions have no answer on any page: a custom quote, an unusual request, a complaint. A guess here would cost you the sale.

The assistant says so plainly, asks for the best email, and sends the question to you with the whole conversation.

You reply knowing exactly what they asked, **so they never have to repeat themselves.**

## Reply the same day

Someone who asked for a quote this morning is still deciding this afternoon. Next week they may have chosen someone else.

### GOOD TO KNOW

Visitors trust a business more when it admits what it does not know. “Let me get the team for you” is a good answer.

# Build your *question list*

What visitors ask is the best to do list your website will ever get.

● CONVERSATIONS

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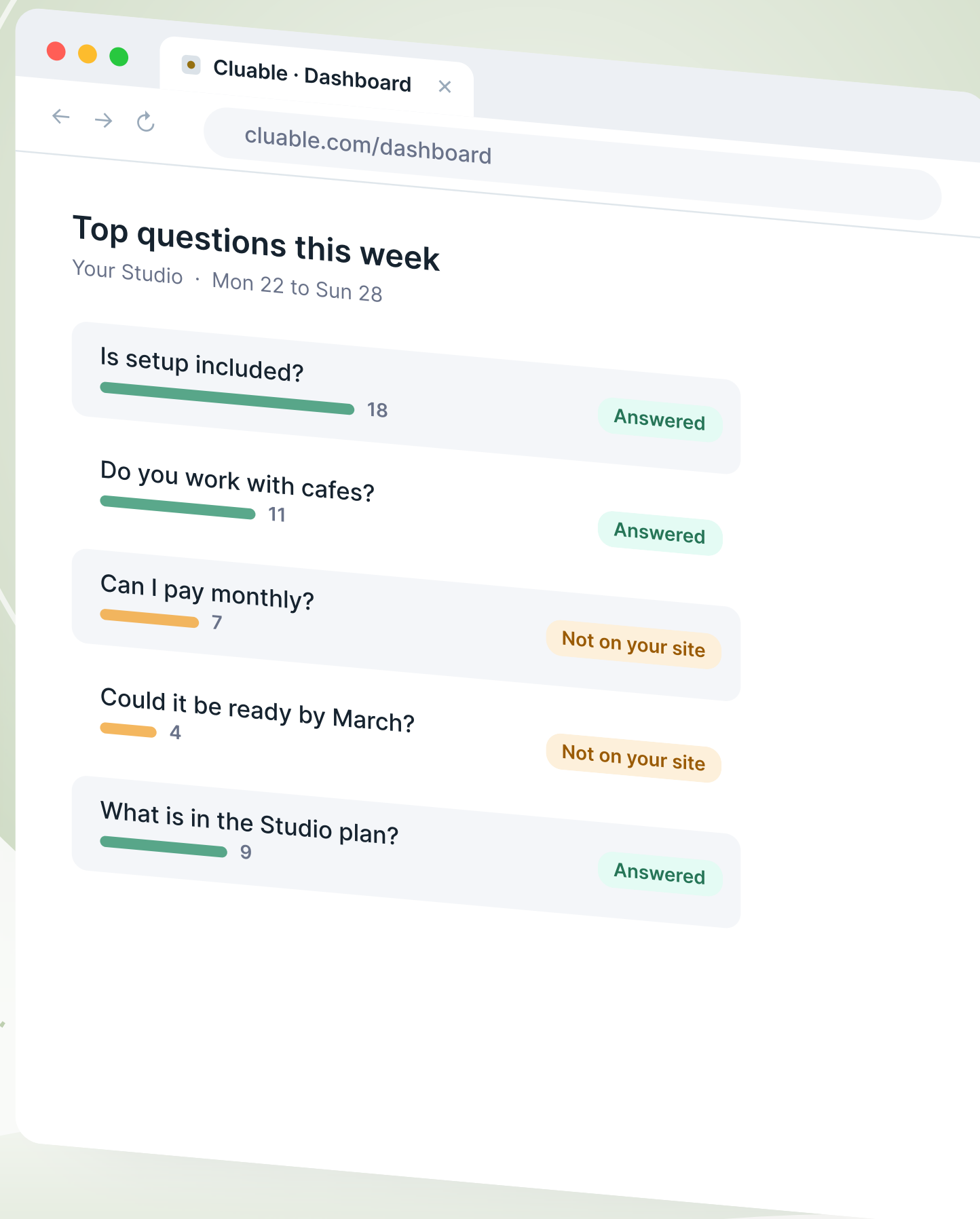
● NEW LEADS

3

● Weekly summary, Monday 9 am



*add these two  
to your website*



After a few weeks you will have something most businesses never see: the exact questions people ask before they buy.

- ✓ **Sort by type.** Put each question under price, fit, timing or trust. The gaps show up fast.
- ✓ **Fill the gaps.** When it could not answer, add the answer to a page. Next week it can.
- ✓ **Move answers up.** If everyone asks it, the answer belongs near the top of the page.
- ✓ **Reply to every lead within a day.** A quick reply is often the easiest sale of the week.
- ✓ **Repeat every month.** New customers bring new questions. Keep the list fresh.

## WHAT GOOD LOOKS LIKE

Your website answers all four kinds of buying question on its own, your pages say what people actually want to know, and every question that needed you reached you.

READY WHEN YOU ARE

# Put an assistant on your website *this afternoon.*

Cluable answers your visitors' buying questions around the clock, in your tone, from what your site actually says. When a question needs you, it hands the visitor to you.

Start free →

No card needed. Set up in a few minutes.

cluable