

Naija Sales Blueprint

Intro: We know Naija business life – competitive, price-sensitive, and full of hustle. This guide cuts through the noise with clear, local-flavored advice on pricing, scripts, tools and tactics to win customers, both online and offline. Buckle up for a step-by-step blueprint that blends global best practices with Naija savviness!

Strategic Pricing & Psychology

- **Cost-Plus / Value Pricing:** Cover costs plus a healthy margin, but always highlight *why* it's worth it. Emphasize ROI and uniqueness. B2B clients will pay for value (time saved, revenue gained) when you clearly spell it out.
- **Tiered & Bundle Packages:** Offer *Basic-Pro-Premium* bundles or combos to capture every budget. Nigerians love choice: it “navigates income disparities” to serve low-, mid-, and high-end buyers ¹. Bundling related products/services at a slight discount boosts order size ².
- **Penetration / Introductory Pricing:** For new offerings, start low to get traction then hike up as credibility grows ³. For example, launch a software at ₦1,000,000 instead of ₦2M to hook early adopters, then adjust later once you've proven the results.
- **Charm Pricing:** Use “₦9,999” instead of “₦10,000” – it feels significantly cheaper to the brain ⁴. Research shows prices ending in 9 dramatically boost sales ⁵. Combine this with psychological tricks like “₦X,XXX only!” to make deals *feel* irresistible.
- **Psychological Anchors:** Show “Before” vs “After” pricing. E.g., list original price crossed out (MSRP) beside your offer to anchor value. Highlight savings (“Save ₦XXX!”) so they feel savvy getting a deal. This taps the brain's “smart shopper” instinct.
- **Local Sensitivity:** Remember Naira fluctuations. If possible, offer payment plans or anchor in stable currency equivalents. Segment prices by region/income: e.g., Lagos premium package vs. more basic Abuja bundle. **Experiment & Test:** Nigerian markets vary – test different endings, bundles or special offers to see what converts best ² ⁴.

High-Converting Sales Scripts

- **Phone Calls:** Be super-brief and respectful. For example: “Hello [Name], I'm [You] from [Company]. We help [their industry] solve [a key problem]. This will just take 3 minutes—does that sound fair?” ⁶. That quick intro plus permission hook keeps them on the line. Then listen and speak their language: use local terms if relevant (e.g. “Oga” or “Ma” only if it fits your brand voice).
- **WhatsApp / Social DMs:** Start with a relatable pain or curiosity. Example: “Hi [Name], noticed you're still spending ₦25K+ every month on diesel. What if a solar setup could eliminate that cost? No fuel. No noise. Just 24/7 light. Interested? Reply 'YES' and I'll explain.” ⁷. This mirrors real Nigerian pitches – cutting to a hassle point and offering a quick next step. Always include a clear call-to-action (“Reply YES” or “Reply SOLAR”).
- **LinkedIn / Instagram DMs:** Personalize aggressively. Join relevant LinkedIn groups or comment on a prospect's post, then DM: “Hi [Name], loved your recent post on [topic]. I work with [their industry] businesses, helping them [benefit]. Could we schedule 5 min to see if it helps you?” WSI notes that targeting decision-makers directly via LinkedIn/InMail is a B2B goldmine ⁸ ⁹.

- **In-Person / Live Pitches:** Treat it like a friendly intro. “Hello [Name], I’m [You] from [Company]. We spoke briefly at [event] about [issue]. I’d love 2 minutes to share an idea that helped [similar business] boost their sales.” Use firm eye contact and a handshake. If they raise an objection, pause and address it calmly. Practice “order-sheet” tactics: casually ask “What name should we put on the invoice?” while they’re talking – if they don’t stop you, the deal is nearly done ¹⁰.

Outreach Templates (Email, SMS, Social)

- **Email Templates:** Use proven frameworks (AIDA – Attention, Interest, Desire, Action – or PAS – Problem, Agitate, Solve). For example, start with a relatable pain point (“Most retailers in [City] struggle with ₦ loss to stockouts...”), follow with a quick success story, then a clear CTA ¹¹. Keep it short (2–3 short paragraphs). Personalize the subject line and first sentence. E.g.: “[Name], is [Problem] still hurting your sales?”
- **SMS/Text:** Very short & friendly. Always introduce yourself and make it casual. For instance: “Hi [Name], this is [YourName] from [Company]. Thanks for your interest in [Product]. Any questions I can help with?” ¹². Or if following up: “Hi [Name], [YourName] from [Company] here. Great talking earlier! Let’s confirm our next step – does [time] work for a quick chat?” Texts have ~90% open rate in Nigeria, so use them to nudge people gently.
- **Social Media (LinkedIn/FB Groups):** Share useful content in relevant groups (e.g., LinkedIn groups for Startup Founders, Facebook business groups). When you add value first, people warm up to your messages. Then connect and DM interested members: “I saw your comment on [topic] – we help businesses like yours solve [specific issue]. Can I send you some quick info?” 44% of B2B leads come from LinkedIn ⁹, so leverage it. Also, host Q&A sessions on Instagram Live or WhatsApp Voice Notes – this profile-building attracts DM inquiries too.

CRM Tools & Workflow

Use a CRM to centralize leads, reminders, and follow-ups. Key tools for Naija teams:

- **Revwit CRM (Local)** – built for Nigerian startups. It offers an easy drag-and-drop pipeline with smart reminders ¹³. Non-tech teams love how fast it is to set up (no spreadsheets needed) ¹³.
- **HubSpot CRM (Free)** – great all-rounder. Contact management, deal tracking, email templates and scheduling are all free to start ¹⁴. Ideal for micro-teams needing a *zero-cost* setup. (As you grow, HubSpot paid modules can scale with you.)
- **Zoho CRM** – versatile and affordable. It supports custom workflows, lead assignment, and comes with a robust mobile app ¹⁵. Good for small teams wanting automation without big spend.
- **Pipedrive** – sales-pipeline focused CRM. Super-visual Kanban style (drag leads from stage to stage), with built-in email sync and automation ¹⁶. Perfect for fast-moving sales teams that want clarity on next steps.
- **Usage Tips:** Whichever CRM you pick, make it sacred: log *every* lead and note, set follow-up tasks immediately, and use email tracking/templates from the CRM. Segment contacts (e.g. “Hot Leads”, “In Negotiation”, “Client”) so you know who to ping each week. The goal: no prospect ever slips through the cracks.

Conversion-Focused Landing Pages & Funnels

- **Headline & Above-the-Fold:** The first thing a visitor sees must grab attention. Use a **problem-focused headline** and subheadline that promise a solution ¹⁷. Example: “Stop Losing Money to Cart

Abandonment – Learn 3 Proven Email Sequences.” Immediately offer an opt-in (newsletter, ebook, demo request) with a clear CTA button.


- **Social Proof:** Nigerians value trust signals. Show testimonials, logos of clients, or media mentions prominently ¹⁸ . Even a short case snippet (“How Company X grew 50% in 6 months”) builds confidence.
- **Benefits Over Features:** In bullet points or short sections, focus on **how** your product or service improves life (“Sell 30% more without hiring extra staff”) rather than listing dry features. Keep paragraphs tiny and punchy ¹⁹ .
- **Design & Mobile:** Use clean visuals and an uncluttered flow ²⁰ . Include bullet lists, graphics or icons for key points ¹⁹ . Ensure **responsive design** – remember, over 50% of Nigerians browse on mobile ²¹ . Large, tap-friendly buttons and compressed images are a must ²² . No tiny text or hard-to-scroll forms.
- **Call to Action (CTA):** Make it bright and repeated: one at the top (“Download Free PDF”), one at middle (“Try Demo”), etc. Use first-person language (“Show me how!”) to boost clicks.
- **Funnel Building:** Your landing page is just step 1. Offer a lead magnet (free guide, webinar) to capture emails ²³ . Then use email sequences or retargeting ads to nurture those leads. Shopify defines a funnel as guiding customers “from marketing campaign to final purchase” ²⁴ – map yours accordingly. For example: *Ad/SEO → Capture email/demo sign-up → Automated email follow-up → Sales call demo → Close*. At each stage, tweak content (e.g. an Instagram ad versus an email newsletter) to match that audience’s mindset. **Test & Iterate:** A/B test headlines, images, and button text to see what converts more ²⁵ . Don’t guess – use real data from your Google Analytics or CRM to refine the funnel.

Handling Objections & Closing Naija Customers

- **Listen & Empathize:** Let customers voice hesitations (price, trust, need) fully. Affirm (“I understand”, “Sure, that’s a common concern”) and clarify the root issue. Often Nigerians worry about ROI or hidden fees – be transparent and patient.
- **Price Objections:** Break costs down or offer payment plans. Show a clear benefit comparison: e.g., “Our ₦300K package includes X, Y, Z (see how it saves you time/money).” Use the summary close by re-listing benefits quickly: *“So our software handles inventory, sends SMS reminders, and integrates with your POS. When shall we get you set up?”* ²⁶ .
- **The Assumptive/Order Sheet Close:** Once you’ve addressed points, act as if the deal is sealed. For example, start filling an order form: “What name should I put on the invoice?” If they don’t stop you, you’ve essentially closed them ¹⁰ . If they do stop you, that’s their final objection to handle. This works well in markets like Yaba’s.
- **Urgency & Scarcity:** Nigerians don’t like missing out. Use “now or never” tactics: *“We only have 2 slots left at this price”* or a one-day discount. For example: *“This promo ends tomorrow – after that price goes up.”* BusinessDay notes this creates pressure to decide, especially when they perceive a deal ²⁷ .
- **Risk Reversal:** Offering a trial or guarantee (the “puppy dog close”) eases fear. Say “Try it free for 7 days – if it doesn’t double your sales, keep it at no charge.” This lets the product sell itself once they use it ²⁸ . In Nigeria, highlighting a money-back guarantee or escrow option can also build trust.
- **Cultural Tact:** Always be polite and formal: use titles (Mr/Mrs) unless a client is very relaxed. Smile, maintain eye contact, and if acceptable, inject local phrases (“No wahala, we can sort it out”). Build rapport by small talk if appropriate (comment on shared connections or local news). Remember: in Naija, **who you are** and **who you know** often matters. Bragging isn’t advised, but subtly highlighting your track record (“We helped [neighboring business] increase revenue by 30%”) goes a long way.

Bonus: Local Lead Gen Tactics & Influencers

- **Social & Messaging Platforms:** Nigeria's online population is HUGE – 30M+ active on Facebook alone ²⁹ . Run Facebook Lead Ads with a free offer (ebook, discount code) to capture contacts ²⁹ . Likewise, WhatsApp Business is a **must** – it's the top chat app in Naija ³⁰ . Use WhatsApp links/buttons in ads or your site to invite chats, and leverage broadcast lists or groups to drip new leads. (Join relevant WhatsApp groups like "Abuja Entrepreneurs" to network.)
- **Classifieds & Forums:** Don't forget free local channels: post offers on sites like **Jiji** and on community forums like **Nairaland** ³¹ . These have massive reach for retail/SME audiences. Also, participate in Facebook business groups (e.g. "Naija Entrepreneurs", "Small Business Owners Nigeria") and share tips there – community members often check out those who help.
- **Influencers & Partnerships:** Team up with local micro-influencers who cater to startups and SMEs. For example, an Instagram coach or business blogger can feature your service to their engaged followers. (Nigerian influencers like those on *LinkedIn* or *Twitter* who focus on entrepreneurship can also amplify your message.) Feature real Nigerian case studies and tag these influencers or industry pages – locals love relatable success stories.
- **Local SEO & Google My Business:** Ensure your business is listed on Google Maps/Local (register on Google Business Profile). Nigerians frequently "Google" services (especially Lagos, Abuja, Port Harcourt). Target local keywords (e.g., "Lagos CRM software" or "Abuja digital marketing agency") and get listed in directories.
- **Events & Referrals:** Join local trade fairs, chamber events and startup meetups. Hand out simple printed flyers with a QR code to your landing page. Also, offer incentives for referrals: *"Get #10K off your next package for any referral that signs up."* Word-of-mouth and references from fellow Nigerian business owners can spark new leads quickly.

Ready to scale your sales? Book a Free Sales Strategy Session – **+234 806 041 8202** |  **premiummediang.com** | **@premiummediang**. Let's craft your Naija-specific sales gameplan together!

¹ ³ **Effective Pricing Strategies in Nigeria for Business Success - kpakpakpa**

<https://kpakpakpa.com/effective-pricing-strategies-in-nigeria/>

² ⁴ **Psychological Pricing: 10 Strategies to Boost Sales (2025) - Shopify Nigeria**

<https://www.shopify.com/ng/blog/psychological-pricing>

⁵ ¹⁰ ²⁶ ²⁷ ²⁸ **Sales Closing Hacks for Trying Times - Businessday NG**

<https://businessday.ng/columnist/article/sales-closing-hacks-for-trying-times/>

⁶ **Cold calling scripts: 21 examples, templates, and tips**

<https://www.zendesk.com/in/blog/cold-calling-scripts/>

⁷ **powersolutionmall.com**

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⁸ ²⁹ ³⁰ **Top Lead Generation Tools for Nigerian Businesses in 2025 - Free Invoicing Software for Small businesses & Freelancers – ProInvoice**

<https://proinvoice.co/top-lead-generation-tools-for-nigerian-businesses-in-2025/>

9 10 Ways Nigerian Traditional Agencies Can Get Leads

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11 15 cold email templates to skyrocket your leads

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