

WhatsApp loyalty card (Yums)

An easy offer to present: the owner installs nothing, Organizen handles everything

Pocket sheet: present the WhatsApp loyalty card in 20 seconds, answer the 7 objections, know who to target.

The offer in 20 seconds

Hi, I'm presenting a loyalty card that lives inside the customer's WhatsApp: no app, no card to stamp. It gives regulars a reason to come back, and customer referrals bring in their friends. It is set up for you.

Bakery: "\$4.73 a day, about the price of 3 croissants. One regular who comes back one more time in the day, and it pays for itself."
Snack bar: "\$4.73 a day, less than a soda and a coffee. One more combo meal a day, and it pays for itself."

How to present it

1. Ask about the loss before you mention the price: "How often does a regular stop coming in, in a week?"
2. Show the example table, then let the owner enter their own numbers.
3. Give the price per day only after their loss figure, then the 60-day guarantee.
4. One next step only: the code to scan, or the 15-minute meeting.

Who to target

- Bakeries and pastry shops
- Butchers, delis, caterers
- Greengrocers, cheese shops
- Fast food, pizzerias, snack bars
- Bistros and restaurants with regulars
- Less suited: a business customers visit once a year

Never promise

- The evening unsold-items alert: it is not live.
- A link to the register: there is none.
- A promised gain: the table figures are examples.
- Customers without WhatsApp: they are not served.

The 7 objections and the answers

It's too expensive.

Look at the table: \$4.73 a day, and one more regular a day pays for the month. Not satisfied within 60 days: the setup fee is refunded.

Does it work with my register?

Nothing to connect: the customer types the amount or sends a photo of the receipt, the owner gets an 11 a.m. recap and refuses a purchase with one word. It is not linked to the register.

I'll think about it.

Of course. What is making you hesitate? If it's a polite way of saying no, say so: either answer is fine.

I don't have time.

The customer scans and replies yes. On the shop side: a recap every morning and one sentence to launch an offer.

Not all my customers use WhatsApp.

Those who do have nothing to install and no card to remember. The others lose nothing: the owner carries on as before.

I already have a paper card.

A paper card gets lost and gives no way to reach the customer again. Here the customer is in your WhatsApp: referrals, and an offer to those who said yes (2 a month at most).

I need to talk to my partner.

Of course. The loss table is easy to show to two people, and a meeting with both of you can be set whenever you like.

Acknowledge the question first ("you're asking about the amount") without agreeing with it: never "you're right, it's expensive". Then dig: "What makes you say that?"

Key figures to keep in mind

Two plans, same service, same 60-day guarantee.
 No commitment: \$649 one-time setup, then \$141.90 a month, VAT included. 12-month commitment: \$319 one-time setup, then \$141.90 a month, VAT included.

60-day guarantee: not satisfied within 60 days, the setup fee is refunded, no conditions. Monthly fees start from go-live.

Your compensation and how your referrals are tracked: see your partner agreement.



Scan with your phone camera