PART 1

Why Customers Ask the Price and Disappear

You open your inbox and see several new messages.

Most of them ask the same question:

How much is it?

You reply with the price.

Then nothing happens.

No second question. No order. No explanation.

The customer simply disappears.



It is easy to assume that the price was too high or that the customer was never serious.

Sometimes that is true.

But often, the conversation ended because the reply gave the customer no reason to continue.

> *A price answer should not end the conversation. It should help move it forward.*

A Price Is Not the Whole Answer

Imagine that a customer sends this message:

- **CUSTOMER**
  How much is the moisturizer?

- **COMMON REPLY**
  It's $32.

The customer now knows the price.

But they still do not know:

- Why the moisturizer is worth $32
- Whether it is right for their skin
- How it is different from other creams
- What they should do next

The reply answers the question, but it does not create interest.

A Smarter Reply

- **CUSTOMER**
  How much is the moisturizer?

- **SMARTER REPLY**

  It's $32. It gives dry skin lasting hydration without feeling heavy or greasy. Does your skin feel dry throughout the day, or mainly after washing your face?

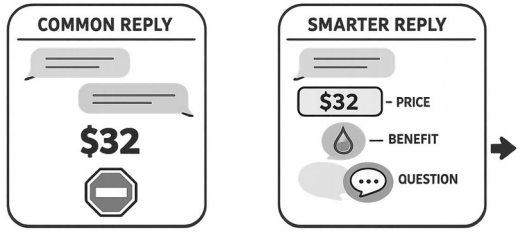
This reply still answers the price question first.

But it also gives the customer a reason to care and an easy way to continue.

The customer may now think:

My skin does feel tight after washing. Maybe this cream is made for someone like me.

That small moment of recognition can turn a price question into a real buying conversation.



PART 4

Read the Customer's PULSE

A customer's message does not always tell you what they are really thinking.

When someone asks, "How much is it?" they may be comparing prices, checking the value, or preparing to buy.

That is why you should read the customer's PULSE before pushing the purchase.

The PULSE Method

P: Pick Up the Context

Notice what the customer said and what has already happened in the conversation.

U: Understand the Intent

Work out whether they are asking, comparing, doubting, delaying, or preparing to buy.

L: Link the Need to Value

Connect their need to the product benefit that matters most.

S: Settle the Doubt

Use relevant proof, explanation, reassurance, or risk reduction.

E: Encourage the Next Move

Guide the customer toward one simple and natural next step.

- **SMARTER REPLY**
  Great. The large PawHaven bed is selected here: [checkout link] You only need to confirm your shipping and payment details. I can stay here if you need help.

> *When the customer is ready, stop selling and start helping.*

Follow Up with a Reason

Situation: The customer asked whether the moisturizer was suitable for sensitive skin, but stopped replying.

- **COMMON FOLLOW-UP**
  Are you still interested?

- **SMARTER FOLLOW-UP**
  Hi, I wanted to check whether you had any other questions about the moisturizer. Since you mentioned sensitive skin, I can also send the ingredient list or the sensitive-skin testing information if that would help.

The message returns to the original concern and offers value.

A Final Follow-Up Without Pressure

Situation: The customer liked the dog bed but was unsure about the price.