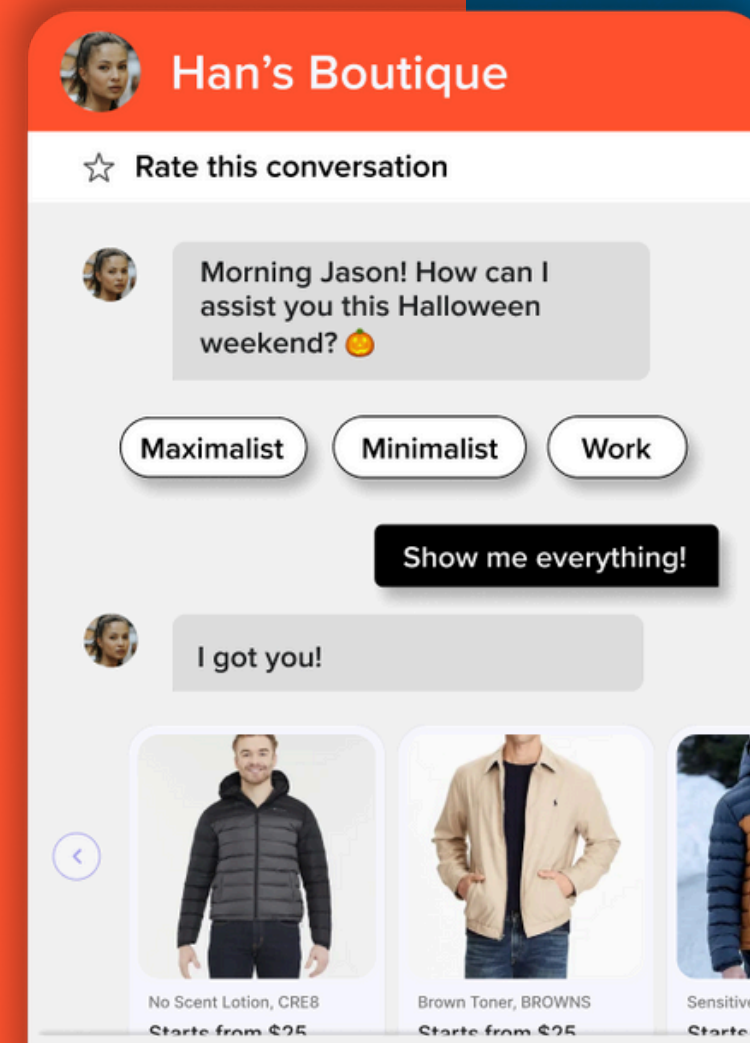


Q4 2024 Shopper Engagement Holiday Sales Skills Guide

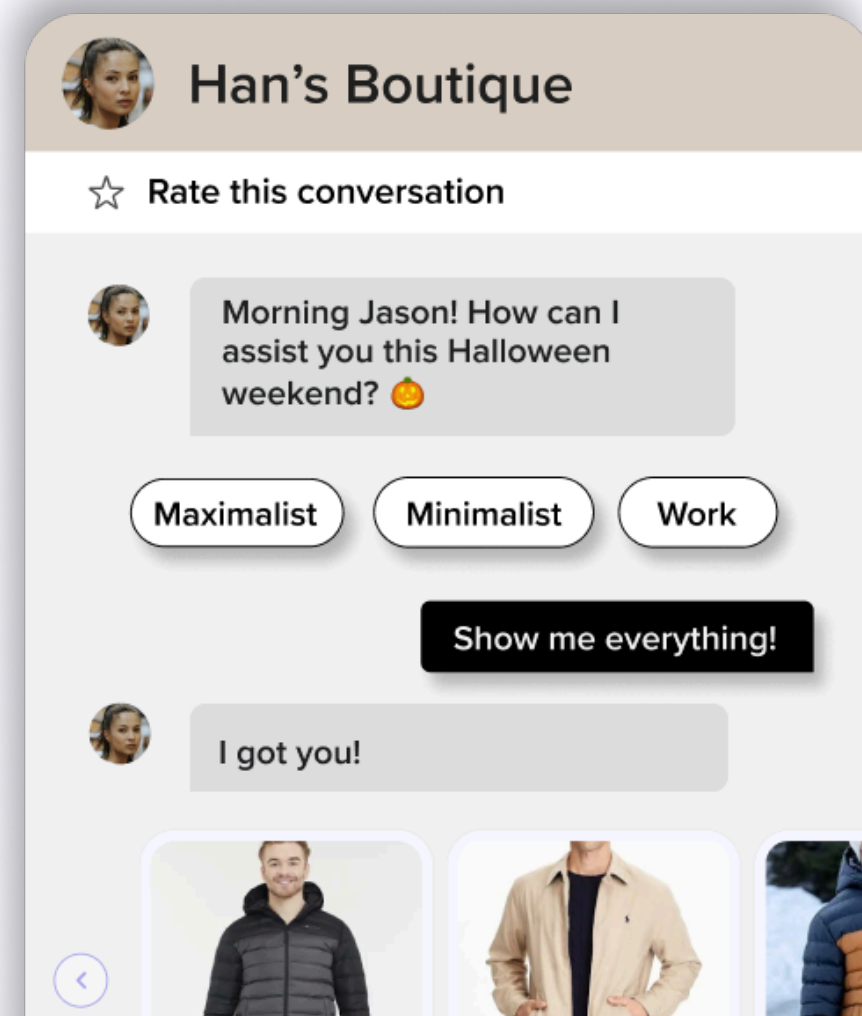
By Rep AI



About this guide?

The most wonderful (and profitable) time of the year is fast approaching, and we're here to help you make the most of it. We've crafted this practical guide to show you how to supercharge your AI proactive sales skills tool during the 2024 holiday season.

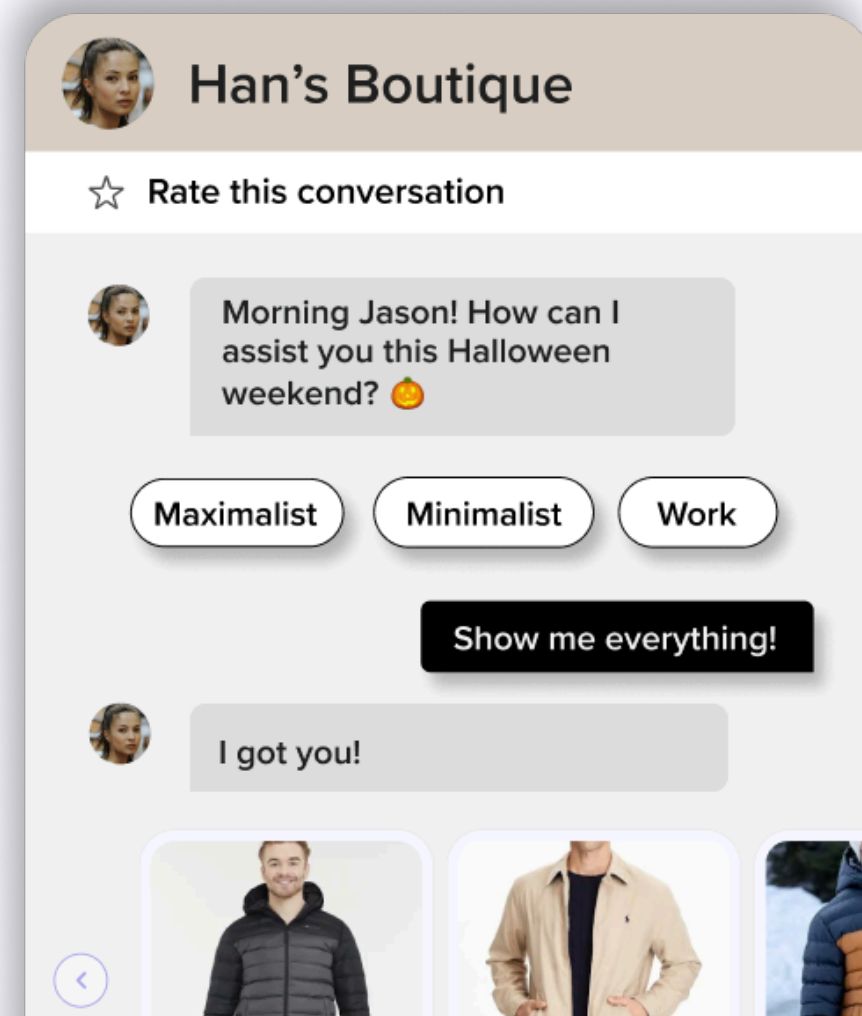
From the ghostly delights of Halloween 🎃 to the shopping sprees of Black Friday and Cyber Monday 🛍️, and all the way to the sparkling celebrations of New Year's Eve 🥂—we've got the inside scoop on engaging your customers at every turn.



About this guide?

Inside this guide, you'll find AI instructions to support your holiday shopping season's prompts:

- Tailored Tips: Specific strategies for each holiday period to keep your customers enchanted and eager to shop.
- Customizable Instructions: Conversation starters that you can tweak to match your brand's unique voice.
- Engagement Gold: Ideas to make your AI interactions not just helpful but downright delightful.

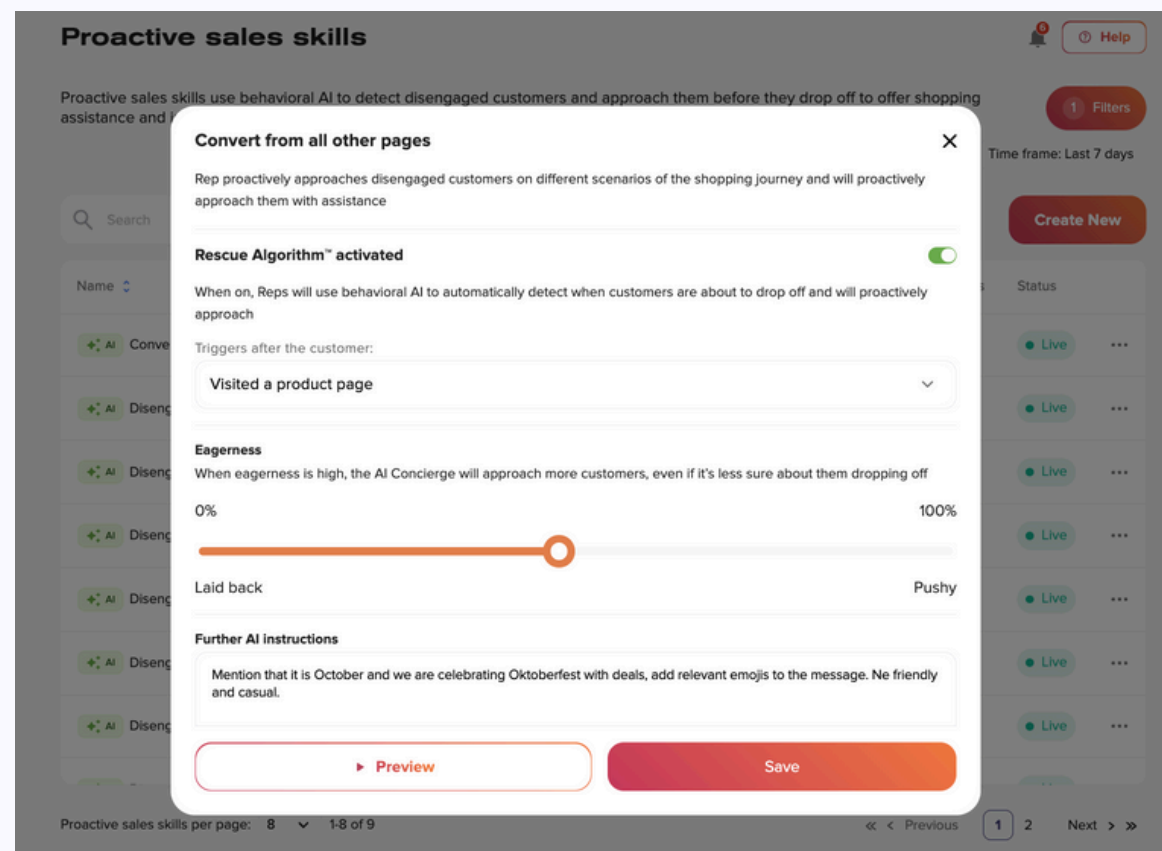


What are Proactive Sales Skills?

Proactive Sales Skills is an enhancement to your AI assistant that enables it to engage shoppers more intelligently and personally.

Our AI monitors shopper behavior to identify signs of disengagement, when these signs are detected, the AI steps in to re-engage the shopper with personalized interactions.

The magic continues because you are able to be in control and customize the proactive sales skills to fit specific data points, tone of voice and add chips to the next steps selection.



[Learn more about Proactive Sales Skills](#)

Adding the AI instructions

Go to the AI Training tab, then select: Proactive sales skills. In each stage you can select Edit at the three dots at the end and add your instructions:

The screenshot displays the REP AI Training interface. On the left sidebar, the 'AI training' menu is expanded, and 'Proactive sales skills' is highlighted with a red circle and an arrow pointing to it from the text 'Proactive sales skills'. The main content area is titled 'Proactive sales skills' and includes a description: 'Proactive sales skills use behavioral AI to detect disengaged customers and approach them before they drop off to offer shopping assistance and increase conversion rate'. Below this is a table of skills. The first row of the table is circled in red, and an arrow points to the three-dot menu icon in the 'Status' column with the text 'Find "Edit" here'. The table columns are: Name, Created At, Openings, Chats, Orders, CVR, Sales, Status, and an action menu (three dots). The table contains seven rows of skills, all with a 'Live' status.

| Name | Created At | Openings | Chats | Orders | CVR | Sales | Status | |
|---|-------------|----------|-------|--------|-----|-------|--------|-----|
| AI Convert from all other pages | 13 Jul 2024 | 1 | 0 | 0 | 0% | \$0 | Live | ... |
| AI Disengaged customer on a collection page | 13 Jul 2024 | 0 | 0 | 0 | 0% | \$0 | Live | ... |
| AI Disengaged customer on a product page | 13 Jul 2024 | 0 | 0 | 0 | 0% | \$0 | Live | ... |
| AI Disengaged customer on an out-of-stock product page | 13 Jul 2024 | 0 | 0 | 0 | 0% | \$0 | Live | ... |
| AI Disengaged customer on the homepage (new visitor) | 13 Jul 2024 | 4 | 1 | 0 | 0% | \$0 | Live | ... |
| AI Disengaged customer on the homepage (returning customer) | 13 Jul 2024 | 0 | 0 | 0 | 0% | \$0 | Live | ... |



1. Halloween Campaign:

Time Period: October 1, 2024 – October 31, 2024

Guideline:

- Tone: Fun, festive, and slightly playful with a touch of spookiness.
- Greeting Style: Seasonally themed with Halloween-related emojis (e.g., “Hi there! 🧛🎃” or “Welcome to our spooky shop!”).
- Conversation Starters:
 - Highlight Halloween-specific items such as costumes, decorations, or party supplies.
 - Use language that emphasizes “spooky” themes like, “Get ready for a frightfully fun Halloween!”
 - Encourage exploration by saying, “Looking for a costume idea or party decor? I can help you find exactly what you need!”

Key Points to Mention:

- Mention limited stock and emphasize that Halloween items tend to sell out fast.
- Suggest items that are trending or customer favorites in the Halloween category.
- Recommend bundles, such as “Complete Your Halloween Look” packages, to increase cart value.
- Highlight Halloween shipping cut-off dates to encourage early purchases.

Sample Sales Prompt:

“🧛 Ready for Halloween? Check out our exclusive collection of costumes and spooky decor. 🎃 Need help choosing or have questions about sizes? I’m here to help make your Halloween a scream!”



2. Early Holiday Shopping & Pre-BFCM Prep:

Time Period: November 1, 2024 – November 17, 2024

Guideline:

- Tone: Helpful, informative, and focused on encouraging early shopping with an emphasis on holiday planning.
- Greeting Style: Welcoming and holiday-focused (e.g., “Hi there! 🎄 Ready to get a head start on holiday shopping?”).
- Conversation Starters:
 - Promote holiday collections and gift guides to inspire early shoppers.
 - Use phrases like “Start checking off your holiday gift list early!” and “Beat the holiday rush with our early-bird deals!”
 - Offer to assist in finding gifts for specific people or categories, using questions like, “Shopping for a gift? I can help you find the perfect match!”

Key Points to Mention:

- Promote early-bird deals and pre-BFCM discounts.
- Highlight popular items that may sell out quickly once BFCM starts.
- Suggest gifts for different categories such as family, friends, or colleagues.
- Encourage shoppers to explore new arrivals or holiday-specific collections.

Sample Prompt:

“🎁 Ready to get ahead of the holiday rush? Our early-bird deals are live now! Browse our best-sellers to find the perfect gifts before Black Friday starts. Let me know if I can help you with anything!”



3. Black Friday

Time Period: November 18, 2024 – November 29, 2024

Guideline:

- Tone: High-energy, urgent, and focused on driving purchases with a sense of urgency and excitement.
- Greeting Style: Bold and energetic, with strong calls to action (e.g., “The Black Friday sale is here! 🛍️” or “Don’t miss out on Black Friday’s biggest deals!”).
- Conversation Starters:
 - Highlight top deals and exclusive discounts available only during Black Friday.
 - Use phrases like “Save big today!” and “Our biggest discounts of the year are here!” to create urgency.
 - Offer support in navigating deals, using lines such as, “Looking for a particular item? I can help you find the best Black Friday offers!”

Key Points to Mention:

- Emphasize “limited-time” or “limited stock” offers to create urgency.
- Use countdown language like “Only a few hours left” or “Deals end soon!”
- Promote bundle offers, doorbusters, and flash sales to increase cart size.
- Suggest high-value items or exclusive Black Friday collections.

3. Black Friday

Time Period: November 18, 2024 – November 29, 2024

Specific Guidelines for Black Friday Prompts:

- Mention deals that are “for today only” to push immediate purchases.
- Highlight categories with the deepest discounts, such as “Up to 50% off electronics” or “Buy one, get one free!”
- Use the term “Black Friday” frequently to reinforce the event.

Sample Prompt:

🔥 Black Friday is here! Our biggest deals of the year are live—save up to 70% off on selected items. Need help finding the best offers? I’m here to make your Black Friday shopping a breeze!”



4. Cyber Monday:

Time Period: November 30, 2024 – December 2, 2024

Guideline:

- Tone: Supportive, tech-savvy, and upbeat with a focus on convenience and online-exclusive discounts.
- Greeting Style: Digital and modern (e.g., “Welcome to Cyber Monday!” or “Shop the best online deals of the year today!”).
- Conversation Starters:
 - Promote online-exclusive deals with a focus on convenience (e.g., “Shop from your couch and save big with our Cyber Monday offers!”).
 - Mention items that are typically popular on Cyber Monday, like electronics or gadgets.
 - Use phrases like “Get these deals without the lines!” and “Don’t miss out on these online-only specials!”

Key Points to Mention:

- Emphasize the convenience of online shopping and exclusive deals not available in-store.
- Highlight free shipping or fast delivery options for quick purchases.
- Promote tech and electronic deals that tend to be in high demand during Cyber Monday.
- Offer support in navigating categories, recommending products based on shopper needs.



4. Cyber Monday:


Time Period: November 30, 2024 – December 2, 2024

Specific Guidelines for Cyber Monday Prompts:

- Include language around the ease of shopping from home, like “Shop easily from anywhere!”
- Mention “today only” deals and encourage quick decisions with time-sensitive language.
- Highlight items or categories that performed well during Black Friday but still have stock available.

Sample Prompt:

“🖥️ Cyber Monday is here! Get the best online deals of the year without the lines—shop from the comfort of home and save big! Need help finding something specific? I’m here to assist!”



5. Holiday Shopping & Last-Minute Deals:

Time Period: December 3, 2024 – December 24, 2024

Guideline:

- Tone: Warm, supportive, and slightly urgent to address the holiday shopping rush.
- Greeting Style: Cheerful and holiday-themed (e.g., “Happy Holidays! 🎁” or “Season’s Greetings! Need help with your holiday shopping?”).
- Conversation Starters:
 - Recommend items from holiday gift guides, mentioning categories like “Top Gifts for Her” or “Best Gifts Under \$50.”
 - Promote items that are still in stock and can be delivered on time for the holidays.
 - Use phrases like “Need help deciding on a gift?” or “Still looking for last-minute presents?”

Key Points to Mention:

- Emphasize the convenience of online shopping and exclusive deals not available in-store.
- Highlight free shipping or fast delivery options for quick purchases.
- Promote tech and electronic deals that tend to be in high demand during Cyber Monday.
- Offer support in navigating categories, recommending products based on shopper needs.

Sample Prompt:

“🎄 Happy Holidays! Still need to check off your gift list? I can show you the best holiday deals and help you find last-minute gifts that will arrive in time for the celebrations!”



6. Post-Holiday Clearance Sales:

Time Period: December 26, 2024 – December 30, 2024

Guideline:

- Tone: Reflective, celebratory, and focused on maximizing year-end savings. Emphasize clearing out inventory with language that promotes great deals and limited stock.
- Greeting Style: Excited and focused on final year-end savings (e.g., “End-of-Year Savings are Here! 🎁” or “Shop our biggest clearance event of the year!”).
- Conversation Starters:
 - Highlight clearance items, limited-stock products, and deep discounts to encourage quick purchases.
 - Use language like “Time to grab those items you’ve had your eye on all year!” and “Get the best deals on everything left from the holidays!”
 - Offer assistance in finding deals or navigating categories with the steepest discounts.

Key Points to Mention:

- Emphasize final clearance deals and “last chance” opportunities to save.
- Highlight items that were popular over the holiday season but still have some stock remaining.
- Use phrases like “Limited sizes/colors available” to create urgency for clearing out remaining inventory.
- Suggest items that people may want to purchase with holiday gift cards or remaining cash.

Sample Prompt:

“🛒 The holiday rush is over, but the savings aren’t! Shop our post-holiday clearance and grab those items you’ve had your eye on with up to 70% off. Need help finding a specific size or category? I’m here to assist!”



7. New Year's Prep & Fresh Start Deals:

Time Period: December 26, 2024 – December 30, 2024

Guideline:

- Tone: Reflective and optimistic, with an emphasis on fresh starts, self-improvement, and planning for the year ahead.
- Greeting Style: Positive and forward-looking (e.g., “Happy New Year! 🥂” or “Cheers to new beginnings!”).
- Conversation Starters:
 - Promote new arrivals, products that align with New Year’s resolutions, or items that encourage a fresh start (e.g., fitness equipment, wellness products, or organizational tools).
 - Use phrases like “Ready to start the New Year right?” or “Looking for items to kickstart 2025?”
 - Suggest products that can help with common resolutions such as health, organization, or self-care.

Key Points to Mention:

- Highlight products that support New Year’s goals, like fitness, home organization, or productivity.
- Promote “New Year, New Me” collections that target shoppers’ aspirations for the coming year.
- Suggest items that people can buy as a treat for themselves to celebrate personal or professional goals.
- Encourage shoppers to check out new arrivals or upcoming trends for 2025.

Sample Prompt:

“🌟 Ready to start the New Year in style? Explore our new arrivals and find items that can help you achieve your 2025 goals. From fitness gear to home organization essentials, I’m here to help you ring in the New Year with everything you need!”

General Guidelines for Post-Holiday and New Year's Period:

1. Tone and Approach:

- Post-Holiday Clearance: Use a tone that emphasizes urgency to clear out stock while promoting value and great savings for shoppers.
- New Year's Prep: Adopt a more optimistic and encouraging tone that aligns with shoppers' aspirations and goals for the New Year.

2. Personalization:

- For post-holiday clearance, suggest items based on previous purchases or browsing behavior to encourage completing collections or taking advantage of remaining stock.
- For New Year's prep, recommend items that support common New Year's resolutions or self-improvement goals.

3. Time-Sensitive Messaging:

- Use countdowns for both periods, such as "Final days to save!" for clearance and "Start the New Year right!" for New Year's prep.

4. Segmentation and Targeting:

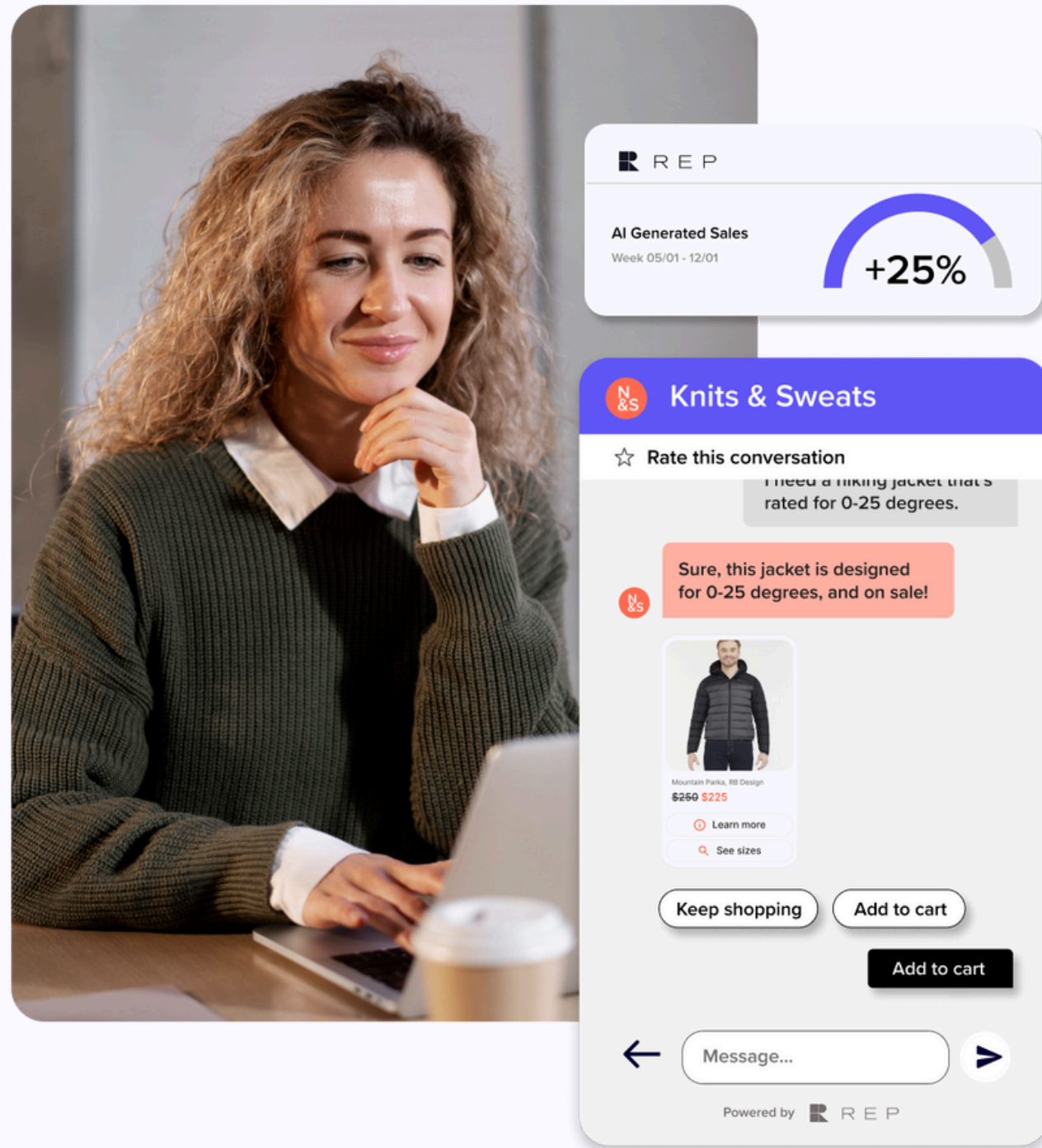
- Target clearance messages to shoppers who browsed during the holiday season but didn't purchase, highlighting remaining stock.
- Use New Year's messaging to re-engage past customers, focusing on how your products can help them achieve their 2025 goals.



Summary for Calendar Reminders:

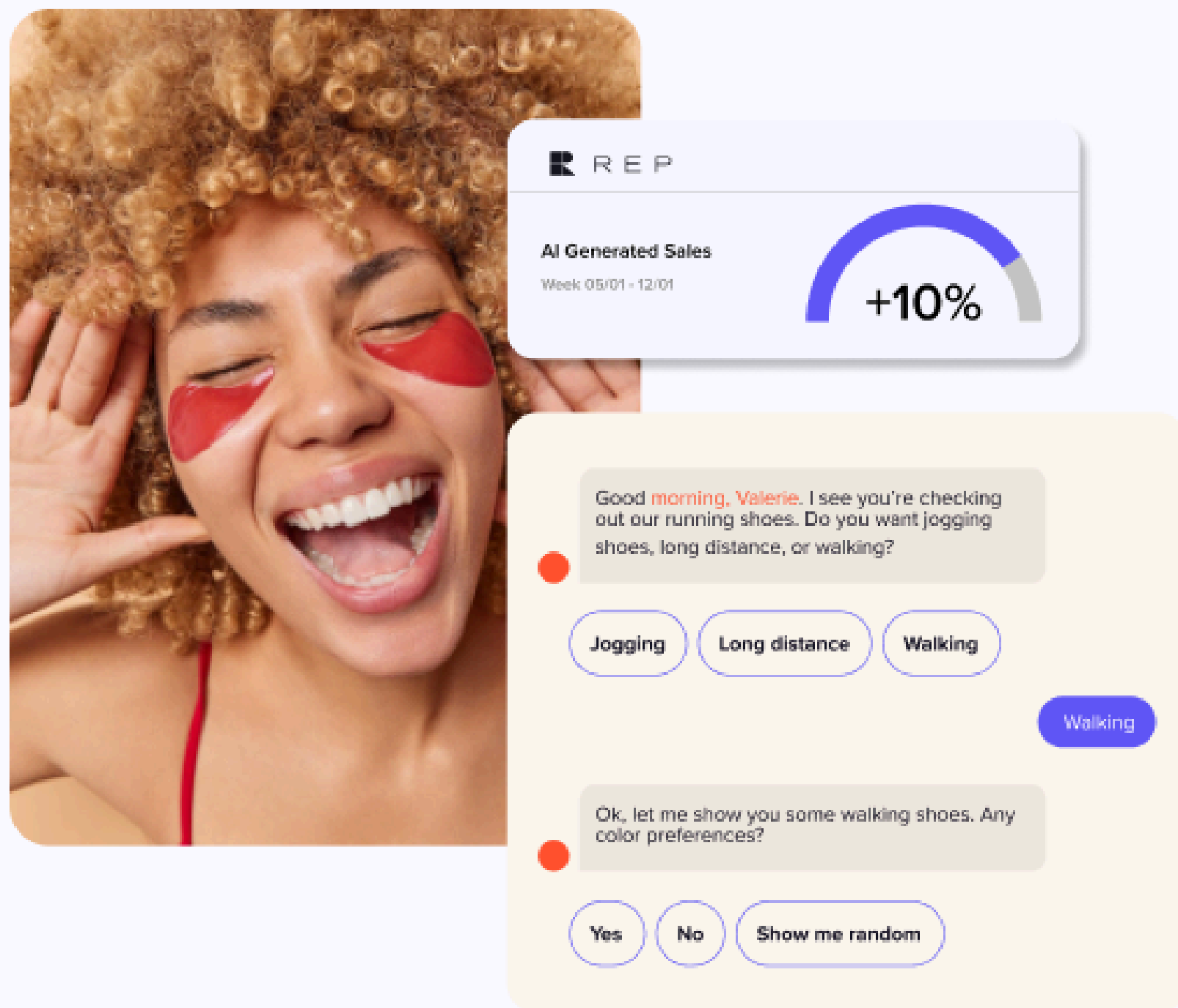


| Holiday/Period | Start Date | End Date | Focus |
|---|-------------------|-------------------|---|
| Halloween Campaign | October 1, 2024 | October 31, 2024 | Promote Halloween-specific products like costumes, decorations, and party supplies with a fun, spooky tone. Use urgency around limited stock. |
| Early Holiday Shopping & Pre-BFCM | November 1, 2024 | November 17, 2024 | Encourage early holiday shopping, introduce gift guides, and suggest early-bird deals before the big BFCM rush. |
| Black Friday | November 18, 2024 | November 29, 2024 | High-energy promotion of the biggest discounts, exclusive offers, and high-value bundles. Emphasize urgency and limited-time deals. |
| Cyber Monday | November 30, 2024 | December 2, 2024 | Promote online-only deals and highlight tech-related products. Focus on convenience and encourage shoppers to buy from home. |
| Holiday Shopping & Last-Minute Deals | December 3, 2024 | December 24, 2024 | Promote gift ideas, best-sellers, and holiday-specific collections. Focus on shipping cut-offs and urgency for last-minute purchases. |
| Post-Holiday Clearance Sales | December 26, 2024 | December 30, 2024 | Promote year-end clearance items and limited-stock products. Emphasize finality and encourage shoppers to use gift cards or cash they received. |
| New Year's Prep & Fresh Start Deals | December 31, 2024 | January 5, 2025 | Focus on products that align with New Year's resolutions, fresh starts, and upcoming trends for 2025. Promote new arrivals and "New Year, New Me" themes. |



Questions?

Reach out to support@hellorep.ai
or check on our Help Center at help.hellorep.ai



About Rep AI

Rep AI is a plug-and-play solution designed to transform how e-commerce businesses engage with their customers. Seamlessly integrating with Shopify, Rep AI automatically reads your website, learning everything it needs to provide accurate, contextually relevant responses to shoppers—without requiring any configuration.

With results like a 250% increase in conversion rates, 40% increase in Average Order Value and handling 97% of all support inquiries, Rep AI empowers merchants to boost sales, enhance customer satisfaction, and scale effortlessly, making it the go-to tool for businesses aiming to thrive.

[Start your 30-day free trial](#)