



BUSINESS NAME

T's Kitchen

PROJECT NAME

Sales Toolkit

CO-FOUNDER

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In Support Of



AI-Led Online Sales + Traditional Tools

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AI-Led Online Sales + Traditional Tools

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Core Idea

Use AI to scale and automate sales, while relying on traditional tools to build trust and drive conversions. Both are essential because neither works effectively alone.

Why It Matters

- AI improves targeting, speed, and efficiency.
- Traditional methods build credibility and connection.
- Together, they create a high-conversion sales system.

What To Do

Smart Retargeting: Platforms like Meta Platforms and Google re-engage interested users with relevant ads.

Chat Automation: Tools like WhatsApp Business provide instant replies and guide users to purchase.

Customer Segmentation: AI groups users based on behavior, enabling targeted messaging.

Basic Analytics: Tools like Google Analytics track performance and improve decisions.

Automated Follow-Ups: Reminders, re-engagement messages, and offers improve conversion rates.

Co-Founder's Words

Clear Messaging: Simple, benefit-driven communication.

Strong Visuals: High-quality product images and videos.

Customer Reviews: Social proof builds trust quickly.

Consistent Presence: Regular activity on digital platforms.

Simple Buying Process: Easy navigation, pricing clarity, and fast checkout

Direct Customer Interaction: Responding personally to queries builds stronger relationships and trust.

Offers & Bundling: Discounts, combos, or limited-time deals improve purchase decisions.

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How They Work Together

- AI brings the right audience → Traditional tools convert them
- AI automates processes → Traditional tools build trust
- AI optimizes performance → Traditional tools strengthen brand recall

Common Mistakes To Avoid

Using AI without clear messaging or relying only on manual efforts without leveraging automation.

Author's Words

AI can accelerate growth, but it cannot replace trust. Use it to improve targeting, automate repetitive work, and respond faster. At the same time, focus on clarity, credibility, and consistency. The strongest sales systems combine intelligent tools with human understanding to create meaningful and lasting customer relationships.