

# WebSaleAgent

websaleagent.com

## AI Sales Agent for Your Website

Product Overview + Platform User Guide

By Mistersk Infotech



### Limited Time Offer — 10% Off Total Billing for 12 Months

Get 10% off on your total monthly billing for the first 12 months. Contact us to activate this offer.

## What is WebSaleAgent?

Turn your website into a 24/7 AI-powered sales machine

WebSaleAgent is an AI sales agent platform built specifically for businesses and agencies. It lets you deploy a smart, conversational AI agent on any website — one that engages visitors, answers their questions, qualifies them as leads, and captures their contact details automatically.

Unlike generic chatbots, WebSaleAgent is trained on your actual business — your services, pricing, FAQs, and brand tone. It works around the clock, never misses a lead, and sends you real-time notifications the moment someone shows interest.

### 24/7 Lead Capture

No missed enquiries, even outside business hours

### Trained on Your Business

Not a generic bot — knows your services, prices, and FAQs

### Deploy in Minutes

Works on WordPress, Webflow, Wix, and any HTML site

## Why WebSaleAgent is Different from a Normal Chatbot

A real comparison

Most website chatbots are just FAQ widgets — they show preset menus, can't understand natural language, and definitely can't capture leads automatically. WebSaleAgent is built differently.

Feature	Normal Chatbot	WebSaleAgent
Understands natural language	✗ Only preset menus/buttons	✓ AI-powered, understands any question
Trained on your business	✗ Generic responses	✓ Trained on your FAQs, services & pricing
Automatic lead capture	✗ Requires manual setup	✓ Built-in lead form, captures name/email/phone
AI chat summary	✗ No summary	✓ Auto-generates summary of each conversation
Follow-up from platform	✗ Not available	✓ Send follow-up email directly from dashboard

Feature	Normal Chatbot	WebSaleAgent
Client portal	✗ Not available	✓ Secure portal for clients to view their leads
Website scraping / auto-train	✗ Manual knowledge input only	✓ Scrape your website in one click to train the agent
Booking integration	✗ Not available	✓ Connect Calendly or any booking link
Webhook / automation	✗ No integrations	✓ Connect Zapier, Make.com, n8n via webhook
White-label for agencies	✗ Not available	✓ Create agents for multiple clients, each isolated
Setup time	Days of configuration	Under 10 minutes

## Key Benefits & Selling Points

Why businesses choose WebSaleAgent

### Never Miss a Lead

Your agent works 24/7 — weekends, nights, holidays. Every visitor who shows interest gets engaged and captured automatically.

### Ready in Under 10 Minutes

Fill in your business details, FAQs, and pricing. Paste one line of code on your site. Done. No developers needed.

### Trained on Your Business

The agent knows your exact services, pricing, and brand tone. Scrape your website in one click to auto-populate its knowledge base.

### Built-in Lead Dashboard

All leads stored in one place — name, email, phone, requirement, and an AI-generated summary of the full conversation.

### Instant Follow-Up from the Platform

See a hot lead? Click Follow Up and send a personalised email directly from the dashboard — no switching apps.

### Connects to Your Existing Tools

Plug into Zapier, Make.com, or any webhook to push leads into your CRM, Slack, or email the moment they arrive.

### Built for Agencies

Manage multiple clients under one account. Each client gets their own isolated agent, leads, and secure client portal.

### Enterprise-Grade Security

Firebase Auth, JWT tokens, Firestore rules, and Google Cloud Run — your data and your clients' data is fully protected.

## Who Is It For?

Perfect for any business that gets website traffic

Business Type	How WebSaleAgent Helps
Digital Marketing Agencies	Create agents for all clients, manage leads centrally, upsell as a premium service
Real Estate	Answer property queries 24/7, qualify buyers/renters, book viewings automatically
Healthcare & Clinics	Handle appointment enquiries, service questions, collect patient contact details
E-commerce & Retail	Answer product questions, capture interested buyers, reduce cart abandonment
Legal & Financial Services	Qualify potential clients, collect case details, schedule consultations
Home Services & Contractors	Capture job enquiries after hours, collect requirement details before calling back
SaaS & Tech Companies	Qualify trial signups, answer product FAQs, route hot leads to sales team
Education & Coaching	Capture course enquiries, answer programme questions, book discovery calls

## Pricing — With 10% Off for 12 Months

Limited time offer for early adopters

<p><b>Mini</b></p> <p><del>\$49/mo</del></p> <p><b>\$44/mo</b> after 10% off</p> <p>500 messages/mo 8 FAQs</p>	<p>★ <b>MOST POPULAR</b></p> <p><b>Medium</b></p> <p><del>\$99/mo</del></p> <p><b>\$89/mo</b> after 10% off</p> <p>2,000 messages/mo 10 FAQs</p>	<p><b>Large</b></p> <p><del>\$199/mo</del></p> <p><b>\$179/mo</b> after 10% off</p> <p>10,000 messages/mo 15 FAQs</p>
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### How the 20% Discount Works

- 10% off is applied to your total monthly billing for the first 12 months
- Multi-agent discount (10%) also applies if you run more than one agent
- Both discounts stack — maximum savings for agencies managing multiple clients
- Billing is currently manual — activate now, pay later. Payment gateway coming soon.
- Contact us to activate: [sachin@misterskinfotech.com](mailto:sachin@misterskinfotech.com) | [websaleagent.com](https://websaleagent.com)

## Ready to get started?

Visit [websaleagent.com](https://websaleagent.com) and create your first agent in under 10 minutes.

**[websaleagent.com](https://websaleagent.com)**

[sachin@misterskinfotech.com](mailto:sachin@misterskinfotech.com)

# PLATFORM USER GUIDE

Step-by-step instructions for setting up and using WebSaleAgent

## Platform Note

- WebSaleAgent is actively being developed. There may be occasional UI inconsistencies as we continue to refine the platform. We are regularly working on improvements and new features — more automation capabilities will be added in upcoming updates.

## Section 1: Getting Started

Login & Dashboard Overview

1

### Visit websaleagent.com

Open your browser and go to websaleagent.com/dashboard

2

### Log In with Google

Click 'Log In with Google' — the only login method currently available. More options coming soon.

3

### You're on the Dashboard

Your central control panel — shows all active agents and their stats.

## Dashboard Overview

Dashboard Element	What it does
Agent Cards	Shows each active agent — Total Leads, Message Usage, Status
+ Create Agent (top right)	Start building a new AI agent
Build Agent (sidebar)	Same as above — opens the agent builder
Edit button	Modify agent settings, knowledge base, FAQs, etc.
Preview button	Test the agent live before deploying to a website
Settings & Billing	Manage account profile and billing details

## Section 2: Building Your AI Agent

Step-by-step agent configuration

Click '+ Create Agent' or 'Build Agent' from the sidebar. Fill in the following fields:

#	Field / Section	What to enter
1	Choose Agent Plan	Mini \$50/mo (500 msgs, 8 FAQs) · Medium \$99/mo (2,000 msgs, 10 FAQs) · Large \$199/mo (10,000 msgs, 15 FAQs)
2	Business Name & Industry	Enter your business name and select the relevant industry
3	Agent Name	Give your AI agent a name (e.g., Mia, Sucha, Maya)

#	Field / Section	What to enter
4	<b>Services / Products</b>	List the services or products the agent should know about
5	<b>Common FAQs (Knowledge Base)</b>	Add question-answer pairs — limited by plan (8, 10, or 15 FAQs)
6	<b>Pricing</b>	Add pricing details you want the agent to share with visitors
7	<b>Contact &amp; Business Hours</b>	e.g., Open 9am–6pm, Call/WhatsApp: +1 234 567 8900
8	<b>Website URL for Scraping</b>	Optional — enter site URL and click 'Scrape Website' to auto-train the agent
9	<b>Custom Instructions (Prompt)</b>	Control tone & restrictions (e.g., 'Never offer discounts, always be formal')
10	<b>Company Logo &amp; Theme Color</b>	Upload logo (appears in chat header). Set theme color to match your brand.
11	<b>Initial &amp; End Chat Messages</b>	Set the first greeting and closing message visitors see
12	<b>Chat Experience Settings</b>	Confirm before ending, allow new chat, Quick Reply Pills, Auto-Open delay
13	<b>Integrations</b>	Calendly booking link, Webhook URL (Zapier/Make), Lead notification email
14	<b>Auto Follow-up Email</b>	Enable to auto-send an email to leads after they submit the contact form
15	<b>Client Portal Access Code</b>	Set a passcode so clients can securely access their leads at /client-portal/id
16	<b>Save &amp; Continue</b>	Click to activate the agent and proceed to the install/leads page

### Tips for Building Better Agents

- Be specific in FAQs — detailed answers reduce fallback responses
- Use 'Write Like You Speak' tone for more natural conversations
- Use Custom Prompts to restrict what the agent can and cannot say
- Scrape the website to auto-populate knowledge in one click
- Test with Preview after saving before installing on a live site

## Section 3: Leads Dashboard

View, manage and follow up on captured leads

Every visitor who provides their contact details is captured as a **lead**. Access leads by clicking the **Leads** button from the agent page.

Column	Description
Date	When the lead was captured
Name	Lead's full name as entered in the chat form
Email	Lead's email address
Phone	Lead's phone number
Status	New / In Progress / Closed — update manually via dropdown
Requirement	What the lead typed as their requirement
AI Chat Summary	Auto-generated summary of what the visitor discussed with the AI

Column	Description
Follow Up	Opens email compose popup — send follow-up directly from the platform

### Key Actions on the Leads Page

- Export to CSV — Download all leads in one click (top right of Leads page)
- Follow Up — Click next to any lead to open pre-filled email popup, edit and send
- Status Update — Use the dropdown on each row to track lead progress

## Section 4: Installing the Widget on a Website

Deploy your agent in under 1 minute

1

### Click 'Install Widget'

From the agent page, click the 'Install Widget' button (top right)

2

### Copy the Script Code

Click 'Copy Code' to copy the JavaScript snippet

3

### Paste Before </body>

Paste the script just before the closing </body> tag on your website

4

### Verify on Live Site

Open your website — the chat widget should appear automatically

## Supported Platforms

✓ WordPress

✓ Webflow

✓ Wix

✓ Squarespace

✓ Custom HTML

### Client Dashboard Link

- Scroll down on the Install Widget page to find the Client Dashboard Link
- Share this secure URL with your client so they can view and export their own leads
- They will need the Access Code you set in the builder to access the portal

## Section 5: Billing

Current billing process and what's coming

Billing is currently **handled manually**. You can activate and use agents now and pay later.

- Billing cycle runs from the 21st of each month to the 21st of the next month
- Activate agents and use the platform — payment is arranged manually for now
- 10% discount automatically applied when running multiple agents on one account
- 10% early adopter discount applied for first 12 months (contact us to activate)
- Go to Settings & Billing to view your current amount due and download invoices
- Payment gateway integration is coming soon

**Billing Example**

- 1 agent on Medium plan = \$99/mo
- 10% early adopter discount = -\$9.90
- Your price = \$89.10/month for 12 months
- Running 2 agents? Additional 10% multi-agent discount also applies.

## Section 6: Platform Security Architecture

How your data and your clients' data is protected

WebSaleAgent is built with a robust, multi-layered security architecture designed to protect both master administrative accounts and all client data:

- 1. Database Security — Firebase Firestore Rules**
  - **Total Data Isolation:** Each agency's data is strictly locked to their own authenticated userId. No user can read or modify another user's agents or leads.
  - **Role-Based Access Control (RBAC):** Only the master admin (sachin@misterskinfotech.com) can access the admin dashboard, approve payments, and view collective metrics.
  - **Tamper-Proof Leads:** Database rules explicitly prevent deletion or modification of leads by unauthorized tools. Input payloads are character-limited to prevent NoSQL injection.
- 2. Concealed API Keys & Secure Backend (Node.js / Express)**
  - **Zero Exposed Secrets:** All sensitive communication runs through a custom Node.js Express backend. No API keys are visible in the client's browser.
  - **Server-Side Processing:** Gemini AI (GEMINI\_API\_KEY) and email services (RESEND\_API\_KEY) execute entirely on the backend — preventing API credit theft.
  - **Secure Scraping:** When the AI scrapes a website, the backend sanitizes results by stripping malicious scripts before storing anything.
- 3. Authentication — Firebase Auth + JWT**
  - **Token-Based Authentication:** All logins use Firebase Authentication with hardened JSON Web Tokens (JWT) that strictly expire — no raw passwords or manual sessions stored.
- 4. Infrastructure — Google Cloud Run + TLS**
  - **Google Cloud Run:** Production runs on secure, managed Google Cloud Run instances with auto-scaling and enterprise reliability.
  - **Strict HTTPS / TLS:** All data is encrypted in transit. Protects against Man-in-the-Middle (MITM) attacks even over public Wi-Fi.

**Quick Reference Card**

Key actions and where to find them

Task	Where to go
Create a new agent	Dashboard → + Create Agent OR Sidebar → Build Agent
Edit existing agent	Dashboard → Agent Card → Edit

Task	Where to go
Test agent before deploying	Dashboard → Agent Card → Preview
View & manage leads	Agent Page → Leads button (top right)
Follow up with a lead	Leads page → Follow Up button
Export leads to CSV	Leads page → Export to CSV (top right)
Install widget on website	Agent Page → Install Widget
Share client lead portal	Install Widget page → Client Dashboard Link
View billing & invoices	Sidebar → Settings & Billing

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