

## Real Estate

### Empowered the Sales Team with Aid and Assistance to Convert More Leads

#### Opportunity

Our customer is an enterprising real estate company formed by a collaboration between one of the largest automotive component manufacturers in India with a business revenue of over USD 775 million and a well-established Japanese Fortune 500 group with annual revenues worth (approx.) USD 50 Bn. The company launched its first flagship project in one of the prime cities in India. Various digital, print, and mass media communication activities to generate prospective customers in a B2C environment were in place for its residential project. What already existed was a strategy to create and manage leads; however, much more was needed to add velocity to sales.

#### Solution

To increase velocity, there was a need to filter incoming leads for authenticity, which was identified as the source of adding value to the ROI. We recruited candidates with the right skill set and experience, carried out on-site training, implemented an effective governance model and strategies to increase contactability, and conducted an authentic need analysis to pitch the best suitable option to the customer. All of this was monitored by regular quality and training sessions and close-ended follow-ups with the sales team to ensure there was no leakage and a great turnaround in customer site visits.

An increased customer site visit ratio allowed for better one-on-one connections with the sales team, which resulted in increased sales.

