

LEAD QUALIFICATION METRICS

1. Familiarity with the product Composite pipes
2. Timeline for requirement of composite pipes
3. Experience in the plumbing/construction industry
4. Size of investment/Order value

CALL FLOW

Inbound call intro:

Thank you for calling Jindal Tubes, how may I help you?

Outbound call intro:

Goodmorning/goodafternoon Sir, I am calling from Jindal Tubes, you had sent us an inquiry on Facebook/website. Is this a good time to talk? Can you tell me more about your requirements? Do you want to apply for dealer/distributorship, or is this for a project?

Potential requirements:

1. I want to apply for a dealer/distributorship
2. I require the pipe for use in my home that I am constructing
3. I am a contractor/consultant/architect, want to use this pipe for future projects
4. I am a builder, I plan to use the pipe for my future projects
5. I require PVC/CPVC/UPVC/HDPE/GI Pipe
6. I want to apply for a job

This answer will dictate the flow of the call. Follow up questions and qualification metrics based on each answer will be as follows:

1. I want to apply for a dealer/distributorship

- Q. For which region are you looking for a dealership?
- Q. What is the investment you are willing to make?
- Q. What is the nature of your current business?
- Q. Are you familiar with the product “Composite Pipes?”
- Q. Do you have contacts in the plumbing/construction industry?

If the lead is familiar with the product, currently in the business of selling pipes and looking to make a decent investment of around 5-10 lacs. This is a very hot lead. Based on the region he is looking for, connect him to the appropriate contact.

If the lead is not familiar with composite pipes, but is from the piping industry, give them a brief introduction about composite pipes and connect them to the appropriate contact.

If the lead is in a completely different line of business from Piping and construction materials, and they aren't familiar with the product “Composite Pipes”, then it is a dead lead.

If the lead is not willing to make an investment but has contacts in the construction/plumbing industry ask the lead:

Without investment, offering a dealership will not be possible, however since you have contacts in the industry, would you be willing to work on a commission model?

*If Yes, connect him to someone from my team. This is a medium potential lead
If no, it is a dead lead.*

2. I require the pipe for use at my home/small building that I am constructing

- Q. What is the location you require this at?
- Q. Are you familiar with the product “Composite Pipes”

If they are familiar with the product, connect them to the nearest dealer/distributor

If they are not familiar with the product, give them a brief introduction of the product and connect them to the nearest dealer/distributor

3. I am a contractor/consultant/architect, want to use this pipe for my projects

Q. Where are you based out of? And what is the location of the project?

Q. What is the size of the project you require these pipes for, in terms of number of apartments/bathrooms.

If the lead is of a genuine contractor/consultant or architect, it is a good lead, forward to relevant party.

4. I am a builder, I plan to use the pipe for my future projects

Q. What is your designation in the company?

Q. What is the location of the project?

Q. What is the size of the project you require these pipes for, in terms of number of apartments/bathrooms.

If the lead is from a genuine builder's office, it is a good lead, forward to relevant party.

5. I require PVC/CPVC/UPVC/HDPE Pipe

Sorry sir/madam, Jindal Tubes currently only deals in Composite pipes, I will connect you to Jindal PVC. Please note down the number: 090940 60060

(Do not send any message to the lead or any member from my team. Only provide this phone number to the caller on call, not on message. If the caller insists that you send them the number on message, only then send the contact number on message)

This is a dead lead for us.

6. I want to apply for a job

Sure, please send us your resume at HR@Jindaltubes.com, our HR department will get in touch with you.

Do not share any numbers or any other details.

This is a dead lead