

## ## Sales Call Analysis

### 1. Key Discussion Points and Objections:

Property requirement: 2BHK in Kharadi, Pune.

Budget: Around 1 CR.

Preference: Ready-to-move-in property (not under construction).

Objection: Customer wants to see options only in Kharadi.

Customer Name: Sandeep

### 2. Sales Agent's Performance:

Tone: Polite and respectful.

Pitch: Not well-structured, lacked clarity in explaining available options.

Flow: Conversational, but lacked direction and specific details.

Handling Objections: Acknowledged the preference for Kharadi but didn't proactively present suitable options or address the objection effectively.

### 3. Next Actionables:

Send property details for ready-to-move-in 2BHK options in Kharadi within the budget of 1 CR to Sandeep.

Follow up with Sandeep after sending details to discuss further and schedule a site visit.

### 4. Evaluation Criteria and Logic for Actionables:

Evaluation Criteria: The transcript reveals the customer's explicit needs (location, type of property, budget) and preferences (ready-to-move-in).

Logic:

Actionable items are generated based on customer's expressed needs, preferences and request for details.

The agent needs to fulfill the promise of sending details as requested by the customer.

Following up is crucial to keep the prospect engaged and move towards a potential site visit.

Customer interest level is moderate, contingent on receiving suitable property details. A timely follow-up could increase interest.