

Sales Call Analysis

1. Key Discussion Points and Objections:

- * Customer looking for 2BHK or 3BHK property in Pune, specifically in Hadapsar.
- * Budget: Around 1 to 1.5 crore.
- * Preference for resale property in Magarpatta area.
- * Objection: Not interested in under-construction properties or projects outside of Hadapsar/Magarpatta.
- * Customer has already visited many properties.

2. Sales Agent Performance:

- * Tone: Polite and professional, but somewhat generic.
- * Pitch: Focused on listing available properties, but not tailored enough to customer's specific needs.
- * Flow: Could be improved by asking more targeted questions to quickly identify suitable properties.
- * Handling Objections: Acknowledged the customer's preferences and offered to provide details of resale options in Magarpatta/Hadapsar.
- * Not persuasive in the sales call.

3. Next Actionables:

- * Follow-up Task: Send WhatsApp details of 2 resale options in Magarpatta/Hadapsar to Sandeep.
- * Follow-up Task: Have sales team member to contact Sandeep

* Customer Interest Level: Medium. The customer is actively looking but has specific requirements.

****4. Evaluation Criteria and Logic for Generating Actionables:****

The actionables are based on the customer's explicit requests and stated needs.

The agent committed to sending property details. The action is to follow-up with Sandeep.

The agent mentioned to have a sales member contact Sandeep. The action is to coordinate with the sales member.

The interest level is determined by the customer's willingness to engage and express specific preferences, despite expressing objections.