G–SQUARE PRE-SALES CALL AGENT STRUCTURED SOPS LIST

1. Introduction & Strategic Context

Audience: BPO pre-sales agents & team leads
Use for: All inbound calls from numbers shown on G-Square ads, brochures, website, billboards, referral material
Goal of 1st call: Book a **site visit** for qualified enquiries and set accurate expectations

0) Principles & Guardrails (follow every time)

- **Be factual & project-specific.** Quote only what's on that project's page/brochure (approvals, amenities, maintenance, price band).
- **Never promise guarantees.** Avoid words like "assured/guaranteed returns/approval."
- **Don't quote travel time.** Share a **Google Maps pin** or landmark instead.
- **Offers only if active.** E.g., "2 g gold coin", "50% off registration" → mention **only** when confirmed live for that project/campaign; otherwise say you'll send today's official flyer.
- **Consent discipline.** Always ask to proceed and to message via **WhatsApp/SMS/Email**, and respect DND/stop requests immediately.
- **Units by city. Chennai → sq ft**; **Coimbatore (CBE) → cents**; **Tirunelveli → cents**. Mirror the caller's unit but anchor to the city rule.

1) Pre-Call Checklist (≤90 seconds before dial or answering)

- Lead card open: **name (if available), city, source/campaign, language preference**.
- Two nearby **live projects** ready with: approvals, **unit (sqft/cents)**, typical plot ranges, price band.
- Shortlinks handy: **brochure PDFs, WhatsApp templates, Maps pins**.
- Quiet line; headset on; smile in voice; speak 140-160 wpm.

2) 10-Step Call Flow (target handle time 5-7 minutes)

1) Salutation + Brand (≤10s)

- **EN:** "Good {{morning/afternoon}}, you've reached **G-Square**."
- **TA:** "வணக்கம், ஜி ஸ்க்வேயர்ல இருந்து பேசுறேன்."

2) Permission to Speak + Channel Consent (≤20s)

- **EN:** "Is now a good time for 2-3 minutes? May I send details on **WhatsApp/SMS/Email** and call you with updates?"
- **TA:** "2-3 நிமிஷம் பேசலாமா? **WhatsApp/SMS/Email**ல விவரங்கள் அனுப்பலாமா? தேவைப்பட்டால் மீண்டும் அழைக்கலாமா?"
- If recording applies: "This call may be recorded for quality."
- **Log** individual consent toggles for call/SMS/WhatsApp/email.

3) Project Intro (≤40s) - say all three

- **Location highlight + Land extent + Price/price-onwards**.
- **EN (Chennai):** "In **Sholinganallur**, plots from **1,200 sq ft**, **₹xx L onwards**."
- **EN (Coimbatore/Tirunelveli):** "In **Vadavalli**, plots **7-9 cents**, **₹xx L onwards**."

4) Probe Needs (≤45s)

- **EN:** "Is this for **investment or residential**? Which **area** suits you? What **budget range** and **timeline** are you considering?"
- **TA:** "இது **இன்வெஸ்ட்மெண்ட்க்கா** அல்லது **வசதிக்கா**? எந்த **ஏரியா**? **பட்ஜெட்**? **டைம்-லைன்**?"
- Capture: **purpose**, **city/localities**, **budget (₹ lakhs)**, **timeline**.

5) Residential Branch (≤60s) - *only if residential*

- **Build Assist:** "We offer **Build Assist** with trusted builders and **discounts from raw materials to household items**."
- **Timeline:** "Typical build time is **9-12 months**."

6) Offers (≤20s) - *only if active*

- "For this project, the current offer is **2 g gold coin** / **50% off on registration** (if applicable). I'll share the official flyer."
- If unsure/not active: "Offers change by project; I'll send today's official flyer and terms."

7) Primary CTA - Site Visit (≤30s)

- **EN:** "Shall I book a **site visit**? **Saturday 11 AM** or **Sunday 4 PM**-which works?"
- **TA:** "**சைட் விஸிட் புக் பண்ணலாமா? சனி 11 மணி** அல்லது **ஞாயிறு 4 மணி**?"
- Offer **e-car pickup** where available; confirm number of attendees.

8) Logistics & Address/Pin (≤20s)

- "I'll WhatsApp the **Google Maps pin** and a nearby landmark now."

9) Alternate Number + Recap + Confirmation (≤40s)

- "Any **alternate number** to reach you if needed?"
- "To recap-{{size & unit}}, {{budget band}}, {{preferred area}}, **visit {{slot}}**. I'll send **WhatsApp + SMS**confirmation now."

10) Assurance Close (≤10s)

- **EN:** "Thank you-**you can reach me anytime** for queries."
- **TA:** "நன்றி-எப்போதுமே தொடர்பு கொள்ளலாம்."

3) Branch Playbooks (use the one that fits)

A) Residential End-User

- Emphasize **Build Assist**, approvals, family convenience; avoid travel-time claims; use **landmarks/pin**.
- Ask: family size, school/work zones, loan need.
- Nudge: "Which weekend works for the family? I can also arrange a quick **designer consult** during the visit."

B) Investor (Domestic)

- Emphasize micro-market rationale (demand, infra pipeline), plot scarcity; don't promise appreciation.
- Ask: ticket size, holding period, exit plan.
- Nudge: two options (entry vs premium corner) to reveal preference.

C) NRI Investor / NRI End-User

- Emphasize **virtual tour first**, registration/POA support, city flexibility.
- Ask: country/time-zone, travel window, POA availability, funding route.
- Offer: schedule site visit aligned to travel dates; share checklist.

D) Low-Signal / Fence-Sitter

- Present two contrasting choices (budget vs premium) to surface preference.
- Send **micro-video** + 3 bullets; schedule a 48-72h light check-in.

4) City & Unit Rules (must follow)

- **Chennai → Square Feet (sq ft)**
- **Coimbatore (CBE) → Cents**
- **Tirunelveli → Cents**
  If the caller uses a different unit, **mirror + translate** (e.g., "That's **7 cents**-around **3,050 sq ft**"), then keep using the **city's standard unit**.

5) Offers, Approvals & Documents (safe workflow)

1. Check the **campaign/project** mapping before quoting any offer.
2. If **active**, use exact wording (e.g., "**2 g gold coin**").
3. If not active/unsure, say you'll share **today's official flyer**-don't improvise.
4. Approvals (DTCP/CMDA/RERA/MUDA) → mention **only** if the specific project has them, and offer to send the approvals list/brochure on WhatsApp.

6) Objection-Handling Library (Acknowledge → Clarify → Answer → Close)

- **"Price is high."**
  A: "I hear you." → C: "Which band works-₹45-55L or ₹60-70L?" → A: "I'll shortlist 2 options in that band." → Close: "Shall I lock **Sat 11 AM**?"
- **"Too far."**
  A: "Location matters." → C: "Which locality fits your routine?" → A: "I'll send pins for two closer layouts." → Close: "Which shall we visit first?"
- **"Ready home only."**
  A: "Makes sense." → C: "Open to constructing?" → A: "**Build Assist** handles approvals to interiors; typical **9-12 months**." → Close: "Let's walk a plot and plan?"
- **"Loan assistance?"**
  A: "Yes-we'll coordinate banker connects." → Close: "I'll include a loan checklist in WhatsApp."
- **"Guarantee returns?"**
  A: "We don't promise guaranteed returns." → A: "I can share past resale examples and arrange an Investor/NRI consult."

7) After-Call Cadence & Templates

D0 (within 15 minutes) - WhatsApp + SMS

- **WhatsApp:**
  "Hi {{Name}}, as discussed: **{{Project}}**, {{size+unit}}, {{price band}}. **Visit:** {{slot}}. **Pin:** {{maps_link}}. Docs: brochure + approvals. - {{Agent, G-Square}}"

- **SMS:**
  "G-Square: {{Project}} site visit {{slot}}. Check WhatsApp for brochure & pin."

D1 - Reminder / value add

- "Sharing **Build Assist** overview (for residential) / NRI process notes. Want a quick expert call?"

D3 - Micro-market nudge

- "Update from **{{micro-market}}**: a couple of plots were reserved this week. Shall I hold a similar plot for you?"

D7 - Decision nudge / second visit

- "Shall we plan a second visit with family? I can line up a designer consult."

If no-show: send reschedule CTA immediately.

8) CRM Fields to Capture (mandatory)

- **Name**, **primary number**, **alternate number**
- **Purpose:** residential | investment | NRI
- **City + locality shortlist** (≤3)
- **Unit preference:** sqft | cents
- **Budget (₹ lakhs)** min / max
- **Timeline:** <2w | 2-4w | >4w
- **Consent flags:** call / SMS / WhatsApp / email (true/false) + timestamp
- **Site visit CTA:** status, slot, attendees, pickup needed (e-car?)
- **Offer discussed:** id + status (verified | unknown)
- **Notes / compliance flags** (any risky asks; escalation if needed)

9) Do-Say / Don't-Say (pin above dialer)

Do-Say

- "RERA/DTCP/CMDA/MUDA **approved**" *(only if the project has it).*
- "Sharing the **Google Maps pin** now."
- "Typical build time **9-12 months** (subject to plan/approvals)."

Don't-Say

- "Guaranteed returns / assured approval."
- "Only **5 minutes** from {{landmark}}." *(use pin/landmark instead)*
- Any offer that isn't currently active or verified.

10) Full Talk-Track Example (EN with a few TA inserts)

1. "Good afternoon, you've reached **G-Square**."
2. "Is now a good time for 2-3 minutes? May I send details on **WhatsApp/SMS/Email** and call you with updates?"
3. "In **Sholinganallur**, plots from **1,200 sq ft**, **₹xx L onwards**."
4. "Is this for **investment or residential**? Which **area** suits you, what **budget** and **timeline**?"
5. *(If residential)* "We provide **Build Assist** with trusted builders and **discounts from raw materials to household items**; typical build **9-12 months**."
6. "For this project, today's offer is **2 g gold coin** / **50% off registration** (if applicable). I'll share the official flyer."
7. "Shall I book a **site visit**? **Saturday 11 AM** or **Sunday 4 PM**?"
8. "I'll WhatsApp the **Google Maps pin** and landmark now."
9. "Any **alternate number**? To recap-**1,200 sq ft**, budget **₹xx-₹yy L**, area **{{X}}**, **visit Sunday 4 PM**. I'll send **WhatsApp + SMS** confirmation."
10. "Thank you-**you can reach me anytime**. நன்றி-**எப்போதுமே தொடர்பு கொள்ளலாம்**."

G-Square - Standard Pre-sales Call QA Rubrics

Scoring model (summary)

- **Total = 100 points.**
- **Gating checks:** consent, cta (must pass).
- **Residential branch:** res_* apply only if purpose = residential; otherwise **N/A**.
- **Evidence:** each passed/partial item must include ≥1 **timestamped span** (≤20 words).

Canonical rubric set (core, 100 pts)

ID	Name	Wt	Condition	PASS (full)	PARTIAL	FAIL	Evidence to capture
greeting_ brand	Greeting & brand	5	Always	Brand stated ≤60s	-	No brand ≤60s	span: brand line (t0–t1, text)
consent	Permission & channel consent	**10**	Always *(Gating)*	Asked to proceed ≤120s; mentions ≥1 channel (WhatsApp/SMS/Email/Call)	Asked but >120s or vague	No ask	span: consent ask + channels
project_i ntro	Project intro (3-slot)	12	Always	**(a) location + (b) land extent (correct unit) + (c) price/price-onwards**	Any **2 of 3**	≤1 of 3	spans for each sub-slot
probe_nee d	Need discovery	8	Always	Captures ≥**3/4**: purpose, area, budget, timeline	2/4	≤1	spans per datum
res_build _assist	Build Assist value	6	If **residential**	"Build Assist" + "trusted builders/partnerships" + value (discounts end-to-end)	BA only	Not mentioned	span with BA + value
res_timel ine	Construction timeline	4	If **residential**	**"9–12 months"**	"~12 months" only	No timeline	span with duration
res_disco unts	Discounts coverage	4	If **residential**	**discounts from raw materials to household items**	Generic "discounts"	None	span covering both ends
offers_po licy	Offers correctness	8	If **offers mentioned**	Active for campaign + phrasing matches allow-list	-	Inactive/un known/mis -phrased	span of offer + campaign id used
unit_corr ectness	Unit by city	7	If **extent mentioned**	**Chennai→sq ft; Coimbatore/Tirunel veli→cents**	-	Mismatch	span with unit; expected value
address_l ogistics	Maps pin / logistics	8	If **CTA offered**	Shares **Google Maps pin/landmark** or visit logistics	-	None shared	span with "pin/landmark"

ID	Name	Wt	Condition	PASS (full)	PARTIAL	FAIL	Evidence to capture
cta	Site-visit CTA / scheduling	**15**	Qualified lead *(Gating)*	Slot **offered or booked**(date+time or 2 options)	Vague CTA (no slot)	No CTA	span with slot text
alt_number	Alternate number	5	Always	Asked for **alternate contact**	-	Skipped	span with ask
recap	Recap & next steps	4	Always	Summarizes size/unit, area, budget **or** confirms visit details	Partial recap	None	span
post_confirm	Confirmation channel	4	Always	Mentions **WhatsApp /SMS/Email** confirmation	Generic "I'll send details"	No mention	span
assurance_close	Assurance close	4	Always	Thanks + "reach me anytime"	Only one of two	None	span

Compliance rules (evaluated alongside rubrics)

- **no_overpromise** *(major)*: denylist → {"guaranteed returns", "assured approval", "government guaranteed"}.
- **travel_time_claim** *(minor)*: "X minutes from …" (prefer pin/landmark).
- **approvals_factual** *(critical)*: approvals must exist on the **project page/brochure**.
- **offers_active** *(critical)*: offer must be in the **campaign allow-list** for the project/date.
- **privacy/recording** *(info)*: detectable if policy requires disclosure.

Entities to extract (for CRM/analytics)

purpose ∈ {residential, investment, nri} · unit ∈ {sqft, cents} · budget_lakhs_min/max · timeline ∈ {<2w, 2-4w, >4w} · localities[] (≤3) · consent_channels ⊆ {call,sms,whatsapp,email} · visit_slot (ISO)

Rubrics Weights

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