POLICY FORM PRESALES POLICIES AND PROCEDURE

Presales Sections: Interested customers to final bookings

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PURPOSE:

No-Broker aims to streamline the process of converting interested customers into final bookings within its presales vertical. This policy outlines the procedures and guidelines to ensure effective customer engagement, efficient handling of inquiries, and successful closure of property transactions. By adhering to this policy, No-Broker maintains its commitment to transparency, customer satisfaction, and operational excellence in the real estate sector.

POLICY STATEMENT

No-Broker's presales department is dedicated to converting potential buyers into finalized bookings through a structured and customer-centric approach. This policy establishes standardized procedures, roles, and responsibilities for Relationship Managers (RMs) and supporting teams to facilitate seamless transitions from customer interest to property booking, while upholding the highest standards of professionalism and integrity.

SCOPE

This policy applies to all employees within No-Broker's presales department, including Relationship Managers (RMs) and supporting staff involved in converting interested customers into final bookings. It encompasses activities related to customer engagement, needs assessment, documentation, negotiation, and post-booking support, with collaboration from sales, and administration teams.

RESPONSIBILITIES

- **Presales Head:**
  - **Oversee the implementation and adherence to this policy across the presales department.**
  - Provide strategic direction, guidance, and support to RMs and teams involved in customer conversion processes.
  - Monitor performance metrics, analyze trends, and report outcomes to the Vertical Head.
- **Relationship Managers (RMs):**
  - Engage proactively with customers in a professional and ethical manner.
  - Guide customers through the entire booking process, ensuring clarity, transparency, and personalized service.
  - Maintain continuous communication and follow-ups to facilitate smooth transactions and address customer concerns promptly.
- **Sales Team:**
  - Collaborate closely with RMs to finalize property, negotiate terms, financial offering and close sales agreements effectively.
  - Align customer expectations with available property options and ensure compliance with company policies and legal requirements.

- **Administration Team:**
  - Assist RMs in preparing and processing documentation, contracts, and regulatory compliance requirements.
  - Ensure accuracy and completeness in all administrative tasks related to property bookings and transactions.

DEFINITIONS

- **Interested Customer:** A potential buyer who has shown genuine interest in a property listed by No-Broker.
- **Final Booking:** Completion of all necessary documentation and payments required to secure a property transaction.
- **Conversion Rate:** The percentage of interested customers who proceed to finalize a booking.

PROCEDURE

1. Initial Engagement

- **Capture Customer Interest:**
  - Record all relevant customer details (name, contact information, property interest) in the CRM system.
  - Verify the accuracy of the information with the customer.
- **Provide Detailed Information:**
  - Send an initial email or SMS to the interested customer with detailed information about the property, including brochures, virtual tours, and other relevant materials.
  - Offer a brief overview of the next steps and what they can expect in the booking process.
- **Personalized Follow-Up:**
  - Assign a dedicated sales representative to follow up with the customer within 24 hours of their initial inquiry.
  - Conduct a personalized call to discuss the property in detail, answer questions, and understand the customer's specific needs and preferences.

2. Needs Assessment and Qualification

- **Conduct a Needs Assessment:**
  - Schedule a detailed consultation with the customer to assess their needs, budget, and preferences.
  - Use a standardized questionnaire to ensure all relevant information is gathered.
- **Qualify the Lead:**
  - Evaluate the customer's readiness to move forward based on their responses during the needs assessment.
  - Prioritize high-potential leads and allocate resources accordingly.

3. Providing Comprehensive Support

- **Offer Financial Assistance:**
  - Provide detailed information about financing options, including mortgage assistance and payment plans.
  - Arrange for a consultation with a financial advisor if needed.
- **Address Concerns:**
  - Proactively address any concerns or objections raised by the customer.
  - Provide additional information or arrange meetings with relevant stakeholders (e.g., developers, financial advisors) to resolve issues.
- **Schedule a Site Visit:**
  - If not already completed, schedule a site visit to allow the customer to see the property in person.
  - Ensure the visit is tailored to address the customer's specific interests and questions.

4. Facilitating the Booking Process

- **Prepare Booking Documentation:**

- Provide the customer with all necessary booking documents, including contracts, payment schedules, and terms and conditions.
- Ensure all documentation is clear, accurate, and easy to understand.

- **Assist with Documentation:**
  - Offer assistance in completing the booking documentation, answering any questions the customer may have.
  - Verify all details with the customer to prevent errors.
- **Arrange Payment Options:**
  - Provide detailed information about payment options and schedules.
  - Assist the customer in setting up payment plans or securing financing.

5. Post-Booking Support

- **Confirm Booking:**
  - Send a confirmation email or SMS to the customer once the booking is finalized.
  - Include details of the next steps, including timelines for payments and property handover.
- **Continuous Engagement:**
  - Maintain regular contact with the customer to provide updates on the property and any relevant developments.
  - Address any post-booking queries or concerns promptly.
- **Customer Feedback:**
  - Collect feedback from the customer about their booking experience.
  - Use this feedback to continuously improve the booking process.

GUIDELINES

- **Customer-Centric Approach:**
  - Prioritize the customer's needs and preferences at every stage of the booking process.
  - Be responsive to customer inquiries and proactive in providing assistance.
- **Consistency and Accuracy:**
  - Ensure that all steps in the procedure are consistently followed for every interested customer.
  - Use standardized templates and scripts for communications to maintain consistency in messaging.
- **Transparency:**
  - Provide clear, transparent information about the booking process, including all terms and conditions.
  - Ensure customers fully understand their commitments and options.
- **Efficiency:**
  - Utilize CRM automation tools to streamline the booking process and follow-ups.
  - Ensure that all team members are trained on the CRM system and the established procedures.
- **Quality Assurance:**
  - Conduct regular audits of the booking process to identify areas for improvement.
  - Use customer feedback to continuously refine and enhance the process.
- **Training and Development:**
  - Provide ongoing training for sales representatives on effective communication, customer engagement, and conversion techniques.
  - Encourage knowledge sharing and best practice dissemination among team members.

EMPLOYEE EVALUATION

- **Conversion Rate:**
  - Relationship Managers (RMs) will be evaluated based on their effectiveness in converting interested customers into finalized bookings.

- Regular analysis of performance data will be conducted to identify trends, strengths, and areas requiring improvement.

- **Targets:**
  - Individual targets will be set for RMs to achieve a conversion rate of over 60% from final bookings to interested customers.
  - Clear and measurable goals will be established, aligning with overall team objectives and revenue targets.
- **Incentives:**
  - RMs who achieve or exceed their booking targets will receive incentives for each final booking and commission upon property handover.
  - Early promotions will be based on the number of bookings made, encouraging proactive client engagement and closing deals swiftly.
  - Opportunities for career advancement within different verticals will be available to extraordinary RMs who demonstrate consistent exceptional performance. This allows for broader career growth and development within No-Broker.
- **Penalties:**
  - RMs failing to meet performance targets over an extended period may receive minimal or no bonus incentives.
  - During promotion cycles, RMs with sustained poor performance may receive reduced or no salary hikes or promotions until performance benchmarks are met consistently.
  - Progress will be closely monitored, and if necessary, further action will be taken, including reassignment to different roles or other disciplinary measures.
  - Persistent failure to meet performance standards may result in probation or termination, reflecting the critical nature of performance in the real estate sector.

EXCEPTIONS

Given the dynamic nature of real estate transactions, exceptions to this policy may arise under the following circumstances:

- **Developer Support:** Changes in developer commitments, project timelines, or property availability may impact booking timelines and customer options.
- **Pricing Changes:** Fluctuations in property prices or market conditions may necessitate adjustments in negotiation terms and customer engagement strategies.
- **Inventory Availability:** Limited availability of specific properties or units may influence booking decisions and timelines for customers.

CODE OF CONDUCT

As an employee of No-Broker, you are expected to hold yourself to our standards of conduct. Keep in mind that while employed with No-Broker, you represent this organization anytime you interact with a customer and/or fellow employee, including posting content that a customer and/or fellow employee may observe online. Employees should be aware of the effect their actions may have on their personal images, as well as on No-Broker's image.

- **Harassment Policy:** At No-Broker, we do not tolerate neglect or mistreatment of clients based on age, race, ethnicity, disability, religion, or sexual orientation. Harassment or bullying of clients or employees, including sexual harassment, is strictly prohibited. Report any incidents to your supervisor, their manager, or higher executives. We prioritize a professional, safe workplace and promptly investigate all complaints."

- **Dress Code / Personal Appearance:** No-Broker salesforce must dress in business casual attire, ensuring a neat, tasteful appearance. As your role involves customer interactions, this positively impacts both your and No-Broker's image. Feel free to exceed the minimum standard.
- **Smoke, Drug, Alcohol, and Weapons-Free:** No-Broker maintains a strict smoke, drug, alcohol, and weapons-free policy. Smoking and alcohol consumption are prohibited on our premises. Off-premises drug use is also prohibited and may be monitored through drug testing. Weapons are banned from all No-Broker properties. Violations, including during client meetings, will result in immediate termination.

Revision History

Revision	**Date**	**Description of changes**	**Requested By**
0.0	26/06/2024	Initial Release	