

Project Sculpt for Acquisitions AI in Real Estate Business

1. Purpose and Scope

The Acquisitions AI will handle leads that have been pre-qualified by the Inbound AI. Its primary functions include:

- **Lead Engagement:** Using a sales script to move leads closer to closing a deal.
- **Confirmation of Information:** Confirming already-answered questions with the lead to ensure accuracy.
- **Lead Interaction:** Handling unanswered questions, sending messages, and updating lead information.
- **Integration with CRM:** Searching for lead information, writing notes, and ensuring a seamless handoff from Inbound AI to Acquisitions AI.

2. System Workflow

1. **Lead Transfer from Inbound AI:**
 - Once a lead is pre-qualified by the Inbound AI, it is transferred to the Acquisitions AI for further engagement.
 - The Acquisitions AI receives all relevant information, including answers to previous questions.
2. **Lead Engagement Process:**
 - **Initial Contact:** The Acquisitions AI reaches out to the lead using the provided information provided from , conversation with inbound AI,
 - **Confirmation of Details:** Use sales script to build rapport, If the lead has already answered certain questions, the AI will confirm these answers instead of asking them again, ensuring the information is still accurate.
 - **Handling Unanswered Questions:** The AI will ask any remaining questions necessary to further qualify the lead and move towards a deal.
3. **Communication Capabilities:**
 - **Outbound Calling:** The AI will make outbound calls to leads as part of the sales process.
 - **Messaging:** Both the Inbound and Acquisitions AI can send text messages or emails to leads, with the Inbound AI focusing on confirmations and the Acquisitions AI on progressing the deal.
4. **Lead Management and CRM Integration:**
 - **Note-Taking:** The Inbound AI will document key points from conversations, allowing for a detailed lead history.
 - **Lead management:** The Inbound AI will use crm for saving leads, to do follow ups
 - **Data Updates:** Both AIs will update the CRM with any new information by adding notes, ensuring that the lead's profile is accurate and up-to-date.
5. **Closing Process:**
 - **Sales Script Execution:** The Acquisitions AI follows the sales script, adapting to the lead's responses and using persuasive techniques to close the deal.
 - **Decision-Making Support:** If the AI encounters complex questions or objections, it will use the knowledge database to provide accurate information, similar to the Inbound AI.

- **Live Agent Escalation:** Have the ability to , put leads on hold to find the correct information on certain questions or demand by contacting a human rep or knowledge database

4. Communication and Task Management

- **Multi-Channel Communication:** The AIs will handle communication via calls, text messages, ensuring leads are engaged on their preferred platforms.
- **Task-Specific Handling:** Similar to the Inbound AI, the Acquisitions AI will handle leads based on specific workflows, such as outbound & Inbound calls to pre-qualified leads.

5. Scalability and Redundancy

- **Multiple Lead Handling:** The Acquisitions AI will be capable of managing multiple leads simultaneously, ensuring no downtime or missed opportunities.
- **Scalability:** The system will be scalable to handle increased lead volume as the business grows.

6. Monitoring and Reporting

- **Call recordings Monitoring:** The system will record all answered calls
- **Regular Reporting:** Detailed reports will be generated to evaluate the performance of both the Inbound and Acquisitions AIs, How many leads did they speak with, how many offers where made, how many leads turned converted to a deal.