

Lead Name: Priya Sethi
Email: priya.sethi.23@example.com
Phone: +91 9123456789
Location: Mumbai, India

Background Information:

Priya recently visited our store during the annual Diwali sale. She inquired about premium skincare and beauty products and seemed interested in eco-friendly packaging options. She mentioned being health-conscious and prefers natural and organic ingredients in personal care items. Priya is a professional in the finance industry, working long hours, and mentioned her interest in convenient, ready-to-use beauty products that could fit into her busy schedule. Her primary language is Hindi, though she is comfortable with English as well.

Previous Interactions:

Priya first signed up for our newsletter about a year ago, mainly engaging with emails related to sales events and product launches. Recently, she responded positively to an email about skincare product discounts and loyalty rewards. She prefers WhatsApp as a primary communication method for quick updates.

Lead Feedback:

Priya expressed interest in personalized skincare recommendations but noted that she doesn't have time to go through lengthy product descriptions. She's looking for something quick and effective, ideally a product she can rely on daily.

Additional Notes:

Priya showed interest in the loyalty program but hasn't signed up yet. She's considering upgrading to a premium membership if there's a significant discount or benefit offered. She also mentioned that she prefers making purchases in-store rather than online to avoid shipping delays.

Potential Opportunities:

As a high-value lead, Priya may respond well to engagement through personalized messages that focus on convenience and high-quality, natural products. A limited-time discount or exclusive offer on premium skincare could drive conversion. Considering her interest in WhatsApp

communication, a prompt message with product recommendations could be effective.