

Sub.: CIS Sheet additional information.

Over several training sessions sales executives and managers have been given guidelines to effectively deal with customers. The important issues to keep in mind while dealing with the customer are:

- a) Understand the customers' requirements especially with regard to the reason for the customer preferring the particular location or project.
- b) Instead of focusing on the supply side try to focus on the demand side.
- c) Develop a relation of liking and mutual trust with the customer.
- d) Except for walk-in customers the main target should be to ensure that customer visits the site. After the customers site visit focus on site visit of decision makers.
- e) Get the customer to make a commitment i.e. ensure that a customer chooses a project, flat/villa, specification etc., before any discussion on discount. Also ensure that details about finance and payment terms are discussed before and during discussion about discount.
- f) Executives should try to thoroughly understand the customer's requirements, ensure that all decision makers have visited the site and get them to make a commitment, before bringing the manager for discount/closing. Do not seek managers' intervention prematurely.
- g) Once the customer has made a commitment to buy, then set up a meeting with the manager for discount and closing the sale. The idea is to not let the customer wriggle out from their commitment to purchase.

The guideline for handling the customer for different types of enquiries is given below:

Email enquiries:

1. Reply to the email within 24 hours.
2. On Saturdays ensure that reply is sent on same day to enable the customer to make the site visit on Sunday.
3. Within a week follow up with one or two follow up emails.
4. Strictly use formats given in Cir. 422(latest version).
5. Where phone numbers are available in the email enquiry, first send an email and then call the customer after giving a break of 1 day. Under any circumstances customer must be called within 4 days of receiving the enquiry.

Enquiries by sms or phone calls:

1. SMS enquiries must be called back within 30 min. If customer doesn't answer call back between 4 and 7 pm.
2. Before you start conversation ask the customer their name and company they are working for.
3. Provide all the required information to the customers including availability and pricing. However, during the entire conversation 2 points must not be missed out i.e. (a) invite the customer for a site visit offering to send the car and (b) offer to send a brochure to the customer by post or by hand.

4. Plan to provide additional information to customers on follow up calls. Don't just call customer repeatedly requesting site visit or their final decision about purchase.

Kiosk and exhibition:

1. Here substantial information can be obtained from the customer in situations where the customer is willing to spend time with you. Follow a similar procedure as for walk-in customers.
2. Ensure that follow up email/sms as per prescribed format are sent to the customer. Circular No. 413(a).

Walk-ins and site visits:

- a) Ensure that customer is first brought to the site office before showing them the model flat/villa or amenities.
- b) Make the customer sit at the sales executives desk or conference room. Order refreshments.
- c) Before you start talking about your project, record information like name, company, designation, address, phone nos. and email address. Ask for their visiting card.
- d) Explain to the customer the details given in the brochure in about 5 minutes.
- e) Before you invite the customer to see the model flats/villas, casually ask the customer about their work place location, present address – locality, what their company does and spouses employment details.
- f) Show the customer the model flats/villas and at that time talk about the design and functionality of the model flat/villa.
- g) Sit down with the customer in the model flat/villa. Before you get into the details of pricing gather information like the customer's requirement, housing loan required, whether pre-sanction for the housing loan is obtained, purpose of purchase, etc. and explain the details of pricing and payment terms.
- h) After explaining the details of pricing, try to gather information from the customer about types of investments made earlier, other projects of competitors visited, projects liked by the customer. Also try to ascertain the decision makers for making the booking.
- i) If the customer is interested in particular flat/villa, take them to the flat or villa.
- j) Wherever possible take the customer to the club house, swimming pool and other amenities.
- k) During that time and before the customer leaves, try to strike a casual conversation with the customer which is unrelated to our business. Topics could be customer's home town, weather, cricket, traffic situation, high prices, etc.
- l) Ensure that details about the customer, specially discount expected, discount offered, special requirements and queries are documented in the CIS additional sheet. Fill the additional detail sheet only after the customer leaves. Do not fill the sheet in front of the customer.
- m) A smart summary in about 20 words about the customer and their requirement must be entered in the remarks of the CIS sheet and database.

Further guidelines:

1. Phone calls.
 - a. It is best to call customers from 4 to 7 pm on all days. On Saturdays and Sundays customers may be called between 10 am to 1 pm.
 - b. For follow up calls avoid calling customers on week days. Best time to call is 4 to 7 pm on Friday or Saturday.

- c. For specific requests ensure that customers are called at the exact appointed hour.
- d. When you call the customer you may say the following, “Good Morning/afternoon/evening. I am ___ calling from Modi Properties. Is this the good time to speak to you.” You may further add, “I am calling with regard to your enquiry about our projects. How can I help you?”. For follow up call after sending an email, if the customer says that they have not seen the email then you can ask the questions given below.
- e. If the answer to the above is negative i.e., the customer says that he/she is busy then immediately ask, “What is the good time to call you back?” or if you know the customer is from IT background you may ask, “Can I call you back on Saturday afternoon?”
- f. Attempt to engage the customer in a conversation.
- g. You can always ask the following, “Sir/Madam may I know the company you are working for.” Or “Is there any further information I can provide you.”

2. Site visits

- a. For site visit requests, call customers between 4 and 7 pm on Friday and Saturday.
- b. When customer has confirmed site visit on a particular day ensure that a call for confirmation of site visit is made a day in advance between 4 and 7 pm. On such calls ensure that the customers verbal confirmation is obtained by posing an appropriate question. Customers’ verbal confirmation will ensure higher compliance.

3. Discounts

- a. You can use one of the following lines for requests about a discount:
 - i. I am not authorized to offer a discount.
 - ii. I will loose my job if I offer a discount.
 - iii. Please select a flat/villa and I will set up a meeting with my manager to finalize details about discount and other terms.
 - iv. Discounts differ from flat to flat (villa to villa). Select a flat/villa before we can offer you a good deal.
 - v. My manager will certainly give you a good deal.
 - vi. I am sure my manager will make you a very good offer.
 - vii. We certainly want your business. Please make your selection and my manager will work out a good deal for you.
 - viii. We have several promotional offers. Please select a flat/villa so that we can give you a great offer.
- b. The rational behind having a two step process is to get the customer to commit themselves to purchase a flat or villa. The idea of setting up a meeting with the manager is to send a signal to the customer that this meeting is for finalization. As a consequence discount is no longer the main issue. Once the customer is committed to buy its easier to close the sale.
- c. Avoid using the terms ‘price and discount.’ Instead use terms like ‘offer’, ‘deal’ _____. We are offering several options and promotional deals. Negotiations are not only about price. Our offer has several aspects like payment terms, on time payment discounts, free furniture/modular kitchen/fall ceiling, etc. Just talking about price or discount conveys a negative feeling. Talk about the whole deal.
- d. There shall be no discussion about discounts until the customer has made a decision on purchasing a particular flat or villa. Executives will not call managers to discuss discounts till such time this stage is reached.

- e. No discount shall be discussed in the first meeting. Try to discuss discount only after the third meeting with the customer.
 - f. No discount shall be offered to any customer over the phone or email (except customers who are out of town and have no representative in Hyderabad). All discussion about discount must be made in person. Discount must be offered in atleast two or three stages over a course of two or three meetings.
4. Housing finance eligibility:
- a. Always offer to send a housing finance company executive to every customer to determine their eligibility. The idea is to get the customer obligated to the favour done to him and also get them to commit to make a purchase.
 - b. Once a potential customer accepts your offer to check their eligibility regularly follow up with the housing finance company executive and give feed back to the customer whenever required.
 - c. On receipt of pre sanction offer collect a copy of it and personally hand it over to the customer. Congratulate the customer. If personal meeting is not possible call the customer to congratulate them.
5. Rent and tax saving calculator
- a. When a customer visits a site and you are able to establish details like housing loan requirement, rent paid, income etc., then you must offer to send a copy of the rent and tax saving calculator. Send the details by email and call up to explain the details. Alternately, you may give a print out of the same to the customer during the site visit.
6. Site visit
- a. Confirm site visit a day or two in advance.
 - b. Get customer to commit or confirm site visit.
 - c. For out of town customers remind by email for site visit not more then a week in advance.
7. Competitors project
- a. Gather information about your competitors project through your customers. Always ask the likes and dislikes of customer with regard to our competitors projects. Never fail to appreciate good features of our competitors projects.
 - b. Understand the customers frame of reference. Pricing, quality, amenities, reputation etc., are always in reference to some other project or group of projects.
 - c. You must have information of all your competitors project by heart. Information must be gathered from customers.
8. Other queries of customer
- a. Wherever possible use the customer's query to make another call. This can be done deliberately to ensure that the customer does not refuse your call.
9. Maintenance of CRM data base
- a. Call sheets should be filled and data base updated on a daily basis.
 - b. Update CRM data base including status of prospect rating and other details after every call is made. Update the smart summary regularly.
 - c. Keep the hand written CIS sheets and call sheets file as backup. Discard sheets more than 3 months old.
10. For Managers

- a. Managers must encourage executives to obtain detailed information about the customer and intervene only during finalization stage.
- b. Managers should not protect or shield their executives. It is better for managers to be tough with the executives and help them correct their mistakes. Ultimate goal is to have well trained executives.
- c. Managers need to leave room for criticism/ suggestions and also encourage executives to be independent.

11. Courtesy

- a. Always offer your visiting card.
- b. Switch on all lights of model flat/villa while entering.
- c. Always open the door for the customer.
- d. Offer refreshments.
- e. See the customer off till the car/gate.

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