



A Study Upon Integrated Sales Strategy w.r.t Merlin Developers in Pune

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ABSTRACT

This research explores the integrated sales and customer engagement strategies employed at Merlin Developers, a real estate firm in Pune. The study focuses on analysing sales processes, client interactions, and customer engagement techniques for 2, 3, and 4 BHK flats. By combining theoretical models like the Sales Funnel Theory, SERVQUAL, and Maslow's Hierarchy of Needs, the research identifies key areas for improvement. Outputs from tasks like cold calling, product explanations, and follow-ups are evaluated to enhance client satisfaction and boost conversion rates. Recommendations emphasize data-driven insights, CRM enhancement, and market-oriented sales strategies.

Keywords: Integrated sales, customer engagement, real estate marketing, sales funnel, client satisfaction, CRM.

Introduction

Real estate marketing is a competitive field requiring seamless integration of sales techniques and customer engagement. This study investigates how Merlin Developers manages and improves its sales and customer engagement processes to enhance client satisfaction and boost sales conversions.

The project titled "*A Study of Integrated Sales and Customer Engagement Strategy*" was undertaken as part of my summer internship, focusing on analysing and refining the sales strategy for 2, 3, and 4 BHK flats. The insights gathered provide a comprehensive framework to optimize both customer interaction and sales performance.

Objectives

- Assess the effectiveness of current sales strategies.
- Identify gaps in customer engagement processes.
- Develop a cohesive framework integrating sales and customer interactions.
- Enhance client satisfaction and conversion rates.
- Propose actionable recommendations for future sales strategies.

Project Details

Tasks Performed

1. **Cold Calling**
 - Introduced properties to potential buyers, gauging initial interest.
 - Generated a list of qualified leads for follow-ups.
2. **Client Engagement**
 - Conducted detailed discussions with potential buyers during site visits.
 - Addressed client queries to build trust and rapport.
3. **Product Explanation**

- Provided insights on flat layouts, features, and pricing through concise, personalized presentations.
4. **Follow-Up Calls**
 - Reconnected with leads, answering additional queries and arranging site visits.

Output Generated at the End of Each Task

1. **Cold Calling:** Created a database of interested clients, streamlining follow-ups.
2. **Client Engagement:** Improved client understanding of the project offerings.
3. **Product Explanation:** Encouraged site visits and increased inquiries.
4. **Follow-Ups:** Enhanced lead conversion rates through continuous engagement.

Theoretical Background

1. **Sales Funnel Theory**
 - *Application:* Guided targeted marketing at different stages—awareness, interest, decision, and action.
2. **Maslow's Hierarchy of Needs**
 - *Application:* Positioned flats as solutions for safety, comfort, and lifestyle enhancement.
3. **SERVQUAL Model**
 - *Application:* Enhanced responsiveness, empathy, and reliability in client interactions.
4. **Customer Engagement Theory**
 - *Application:* Strengthened emotional and cognitive connections with clients.

Limitations

- Limited time for in-depth client interactions during follow-ups.
- Challenges in personalizing communication due to incomplete client profiles.
- External economic factors affecting client decisions.
- Reluctance from clients during cold calls.

Conclusion

The study highlights the importance of integrating sales techniques with customer engagement strategies in real estate. By applying theoretical models and analysing practical outputs, this project identifies areas for improvement in sales and engagement practices at Merlin Developers. Recommendations like enhanced CRM usage, visual aids for product explanation, and structured follow-ups are pivotal for boosting customer satisfaction and sales conversions.

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