

CASE STUDY

REDEFINING SALES STRATEGY For Real-Estate Company



ABOUT THE CLIENT



Our client is a high-end property portal. It caters to a **global market** with its unique services and novel online feature. It is full stack service provider for all real estate needs, with 15+ services including home loans, pay rent, packers and movers, legal assistance, property valuation, and expert advice and has an active base of over 15 lakh property listings.

BUSINESS OBJECTIVE



To achieve its target of continuous and sustainable growth, the client required:

- A Robust CRM system in terms of data reliability, functionality, business intelligence and future readiness.
- Customer Satisfaction through improved customer service by better client data segmentation.
- Implementation of effective training for better conversion rate.

CHALLENGES



01

Untapped broker base

02

Limited Scope of Sales Review

03

Inappropriate Territory Mapping

04

GTM Strategy Undefined

05

Inefficient, Unreliable and Non-Integrated CRM

06

Unidirectional Incentive Policy

07

Customer Segmentation needs to be redefined.




APPROACH



Define GOALS 


- Identify the specific quantified GOALS of problem statement that turn into deliverables
- Alignment of GOALS with the process owners

AS-IS Process Mapping 

- Time & Motion study
- Tabular and Graphical mapping with gaps
- Review of historical data to corroborate perception with reality
- Review of data robustness & underlying process

Change Areas 

- Presenting to management the reality vs expected process
- Charting out areas that require improvements
- Aligning with process owners on change areas

Improvement Actionable 

- List of actionable with clear time saving potentials
- Step by Step detailing of actionable for each agreed change area
- Responsibility, TAT and dependencies, if any
- Mapping of GOALS addressed

Recommendations 

- Recommend the Strategies and the Tactical opportunities to unwind the market benefits.
- Define a detailed process for the recommendations made.



BUSINESS IMPACT & VALUE CREATION

Refining Sales Strategy



1. Adapt a Go To Market strategy for the market success.
2. Territory mapping and Target setting to boost client acquisition
3. Automation of processes to increase sales efficiency & enhanced customer experience.
4. Business Oriented Incentive Plan serving client's business targets .
5. Optimize product portfolio aligned with marketing and business strategies.
6. Strengthening of sales review mechanism by adapting Roll-down methodology.
7. Redefined customer data segmentation for better customer service.
8. CRM Evaluation, design and indicative project plan for implementation.
9. CPL based Pricing methodology to ensure efficient monetization.
10. Framework for ROI of every Active Campaign.

ABOUT US

Headquartered in Gurgaon, Valueonshore Advisors is a specialized professional service firm managed by the Big 4 alumni and industry executives. Our portfolio includes multi-billion-dollar companies, mid-cap public, and pre-IPO companies that range from late stage to early stage. We are a trusted, preferred partner for various multinational and Indian clients who engage us for our functional expertise, industry knowledge, and for our objective solutions for complex problems.

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