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A Strategic Study on B2C Real Estate Sales Execution: Lead Nurturing, Micro-Market Prospecting, and Site Visit Conversions

An Exploratory Internship-Based Case Study of a Real Estate Channel Partner Firm in Pune, India

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Abstract

A residential property purchase is a high-involvement, high-value decision in which channel-partner (CP) advisory firms mediate between developers and homebuyers. This exploratory, internship-based case study examines B2C real estate sales execution at a CP advisory firm in Pune, focusing on lead nurturing, micro-market prospecting, and the conversion of qualified leads into site visits. It draws on activity records and observations from an MBA On-the-Job Training placement between 15 May and 15 August 2026, covering residential projects of five developers in the West Pune corridor. Reported activity comprised more than 150 client calls per day, more than 70 prospective leads, and more than 20 scheduled site visits, giving an indicative lead-to-scheduled-visit ratio of approximately 28.6% on minimum figures. These figures are self-recorded and unaudited. The sales funnel, AIDA, STP, need-based selling, and CRM serve as analytical lenses. The study suggests that the lead-to-site-visit transition is a critical funnel stage, that requirement-based qualification and disciplined follow-up matter more than call volume, and that buyers weigh developer reputation and layout suitability alongside price. Because the design is descriptive, single-firm, and non-probabilistic, the findings do not establish causality or firm-wide performance.

Keywords: real estate sales; channel partner; lead nurturing; site visit conversion; sales funnel; customer relationship management; Pune.

1. Introduction

A residential purchase is typically high-ticket, infrequent, and emotionally significant. It requires the sales professional to combine product knowledge, financial literacy, negotiation skill, and long-term relationship management, which makes lead nurturing, trust-building, and consultative selling relevant subjects of academic inquiry.

In the Indian residential market, CP advisory firms sit between developers and prospective buyers. Rather than constructing projects, they specialise in market outreach, client consultation, database prospecting, and sales facilitation, matching client requirements with inventory across several developer portfolios. Sector-level statistics cited here are indicative, drawn from secondary sources (ANAROCK Property Consultants, n.d.; CBRE India, n.d.; Confederation of Real Estate Developers' Associations of India [CREDAI], n.d.; JLL India, n.d.; Knight Frank India, n.d.), and differ between sources. The Indian sector is reported to be sized between USD 530 and 585 billion, with residential accounting for over 70% of revenue and a highly fragmented developer landscape. Project registration, escrow of developer funds, carpet-area standards, and agent registration are governed by the Real Estate (Regulation and Development) Act (Government of India, 2016) and enforced in Maharashtra by MahaRERA (Maharashtra Real Estate Regulatory Authority [MahaRERA], n.d.); national urban policy sits with the Ministry of Housing and Urban Affairs (Ministry of Housing and Urban Affairs [MoHUA], n.d.).



The competitive environment is summarised through Porter's Five Forces in Table 1. Technological and social factors (CRM and WhatsApp-based lead tools, a shift to nuclear families driving 2 BHK and 3 BHK demand, and Metro and infrastructure expansion) further shape the environment. The analysis is qualitative.

Table 1. Porter's Five Forces: West Pune CP advisory market (qualitative)

Force	Rating	Key consideration
Competitive rivalry	High	Organised CP firms, freelance brokers, and developer sales teams compete for the same IT-professional buyers; 2 BHK and standard 3 BHK units priced ₹70 Lakh–₹1.2 Crore are similar, so micro-location, builder reputation, carpet-area efficiency, and price decide.
Threat of new entrants	Moderate	Low capital needs admit unorganised agents; MahaRERA registration sets baseline standards; top developers favour formally empanelled firms.
Buyer power	High	Buyers verify records on regulatory and listing portals and are sensitive to cost per square foot, floor-rise add-ons, and EMIs.
Supplier (developer) power	Moderate–high	Tier-1 developers control prices, payment schedules, inventory, and commissions.
Threat of substitutes	Low–moderate	Renting near IT hubs is an alternative, but rental escalation and family stability favour ownership.

Note. Assessment is qualitative and based on the industry analysis in the source records.

This paper is based on the On-the-Job Training (OJT) placement of an MBA student at a real estate CP advisory firm in Pune between 15 May and 15 August 2026, in the role of Sales Intern. The firm is a MahaRERA-registered agent and acts as an intermediary that understands customer requirements, identifies suitable options, arranges site visits, and assists buyers through the purchase process. Financial indicators were not publicly available, and none are inferred. The work covered Baner, Balewadi, Mahalunge, Hinjawadi, Tathwade, and Punawale, and residential projects of five developers: VTP Realty, Shapoorji Pallonji Real Estate, Godrej Properties, GERA Developments, and Hiranandani Communities. The placement is presented as a single case study based on the author's internship activity records.

1.1 Research problem

Tele-prospecting can generate a large enquiry pipeline, but a telephone lead does not automatically become a site visit, nor a site visit a booking. Both source records identify the transition from a qualified telephonic lead to a physical site visit as a key challenge, and one describes it as the steepest hurdle in the pipeline. Related difficulties include lead fatigue, weekend visit drop-outs, manual follow-up, and long decision cycles. The research problem is how lead profiling, lead nurturing, micro-market prospecting, and site-visit coordination can be structured within a CP firm to support progression from first contact to site visit and onward to booking support.

1.2 Scope

The study concerns the West Pune residential corridor, with a major focus on working IT/ITeS professionals seeking 2 BHK units in the ₹75 Lakh to ₹90 Lakh segment. It covers high-volume outbound calling, database reactivation, digital follow-up, pipeline tracking from first contact to site-visit scheduling and post-visit follow-up, cost-sheet and payment-plan presentation, objection handling, and CRM tools. It excludes commercial real estate, other developers, and other cities. It is a bounded case study, not a statistically representative account of the Pune market or an evaluation of the firm as a whole.

2. Review of Literature

The OJT work involved calling, requirement understanding, project explanation, follow-up, site-visit coordination, feedback, and negotiation support. Established concepts from marketing and sales management, discussed in standard texts (Kotler & Keller, 2016), organise these activities.



Sales funnel. The funnel explains how many potential customers move through successive stages before a few become buyers. The funnel observed here runs: calls → prospective leads → qualified prospects → site visits → negotiation or follow-up → conversion. Activity measures (calls, visits) must be distinguished from outcome measures (qualified leads, bookings); the number of calls is not a conversion rate.

AIDA. AIDA describes movement from Attention to Interest, Desire, and Action. Initial calling secures attention; project introduction builds interest; matching project features to requirements creates desire; and site-visit scheduling and follow-up represent action.

STP and need-based selling. Real estate customers can be segmented by budget, location, configuration, family size, purchase purpose, and possession timeline. Targeting and positioning then match projects to buyers. Need-based selling places requirement understanding before recommendation: customer contact → requirement understanding → project identification → project explanation → follow-up.

CRM and relationship marketing. CRM involves recording customer information, tracking leads, scheduling follow-up, and monitoring site visits; it extends beyond data storage to trust-building and responsiveness. Relationship marketing emphasises long-term relationships over immediate transactions, which is relevant where decisions are lengthy, involve family members, and rely on trust. Trust and commitment were not measured with a validated scale, so relationship marketing is used as an interpretive lens.

Buying behaviour, lead qualification, and objection handling. Real estate is a high-involvement purchase in which information search and evaluation of alternatives are prominent. The BANT framework (Budget, Authority, Need, Timeline) was used as a structured profiling device so that effort concentrates on high-intent buyers. Objections concerning price, location, possession, payment terms, or developer reputation were handled by listening, clarifying, providing relevant information, and following up, with senior channel managers managing advanced discussions. Because a CP firm operates in a service setting, the extended 7Ps marketing mix also applies.

Table 2. Mapping of concepts to observed activities

Concept	Activity observed	Practical application
Sales funnel	Lead generation and follow-up	Moving prospects through stages
AIDA	Calling and project explanation	Creating attention and interest
STP; need-based selling	Requirement analysis (budget, location, BHK)	Matching customers with relevant projects
CRM; relationship marketing	Regular follow-up and continuous communication	Sustaining engagement and trust
Objection handling	Feedback and negotiation support	Addressing concerns; maintaining interest

3. Research Gap

The concepts reviewed are well established, but their application depends on operating context. This paper does not claim that the topic is unstudied. Its contribution is bounded and context-specific: it documents how lead profiling, tele-prospecting, follow-up, micro-market matching, and site-visit coordination were organised in a CP advisory firm in West Pune, and uses that documentation to propose a framework and practical measures. The gap is one of contextual application and measurement, namely how funnel activity at a CP firm can be recorded and interpreted with defined denominators, rather than a claim of theoretical novelty.

The proposed conceptual framework (Figure 1) links tele-prospecting and field coordination to six connected stages. Micro-market characteristics, developer reputation, price and EMI considerations, CRM and digital collateral, and the advisor–buyer relationship act as contextual enablers. This is a conceptual proposition, not a tested causal model.



Figure 1. Proposed conceptual framework of lead nurturing and site-visit conversion

Stage	Process step	Key activity
1	Lead generation	Tele-prospecting and database outreach
2	Requirement discovery and qualification	BANT-based profiling of budget, location, BHK, purpose, timeline
3	Project matching and nurturing	Relevant project information and timely follow-up
4	Site-visit scheduling	Date confirmation and 24-hour pre-visit verification
5	Site visit and feedback	Walkthrough, feedback capture, objection handling
6	Negotiation and booking support	Cost-sheet discussion with senior channel managers

Note. Contextual enablers: micro-market characteristics, developer reputation, price and EMI considerations, CRM and digital collateral, and the advisor–buyer relationship. The stages should be aligned with the firm's actual process and records before empirical testing.

4. Research Objectives

The primary objective is to examine B2C real estate sales execution at a CP advisory firm in West Pune, emphasising lead nurturing, micro-market prospecting, and the conversion of leads into site visits. The specific objectives are:

- To profile and qualify leads systematically on budget, timeline, location, configuration, and other requirements.
- To examine follow-up strategies, including verification calls and WhatsApp sharing of project information, that support scheduled and attended site visits.
- To understand how senior channel managers are supported during site visits, cost-sheet discussions, and negotiations leading towards bookings.
- To compare residential projects of VTP Realty, Shapoorji Pallonji, Godrej Properties, GERA, and Hiranandani on customer-oriented attributes.
- To assess the existing follow-up workflow and identify where CRM-based automation and drip marketing could improve lead retention and efficiency.

The source records state objectives but no formal research questions; the following were derived from them.

RQ1: How can BANT-based profiling support identification of genuine prospects?

RQ2: What follow-up practices support progression from qualified lead to attended site visit?

RQ3: How do buyer requirements shape project matching across developer portfolios?

RQ4: What barriers and objections arise between lead generation and site visit, and how are they addressed?

RQ5: How can CRM processes and digital collateral improve lead retention and funnel visibility?

5. Research Methodology

5.1 Design, setting, and data sources

The study adopts an exploratory, descriptive, internship-based case-study design. Simple quantitative activity tracking (calls, leads, site visits) is combined with qualitative interpretation of customer interactions and discussions with senior sales professionals, and observations are connected to the concepts in Section 2. The design suits examination of sales execution within one organisation and geography; it is not an experiment, uses no comparison group, and does not estimate causal effects. Primary data comprise the researcher's own records and observations of customer interactions, calling, follow-up, site-visit coordination and feedback, discussions with senior team members, and shadowing of senior advisory managers during consultations, sample-flat walkthroughs, and negotiations. Secondary data comprise industry, developer, regulatory, and company information and relevant theory.



5.2 Sampling and instruments

No formal sampling was used. The study population comprises leads and customers handled during the author's three-month internship, a non-probability, activity-based (convenience) set. The supported sample details are more than 150 outbound client calls per day, more than 70 prospective leads, more than 20 site visits scheduled, and exposure to five developer portfolios. The records do not give the number of unique customers, repeat contacts, or visits actually attended, and no record-level dataset exists. No questionnaire or validated survey instrument was used; data were collected through the routine sales workflow, with the requirement information shown in Table 3 recorded during calls alongside lead, follow-up, site-visit, and feedback records. One source report also refers to post-visit feedback logs and semi-structured interviews, but their instruments were not provided and they are not treated as formal datasets.

Table 3. Customer requirement information recorded during lead profiling

Requirement	Purpose
Budget	Assess price suitability
Location	Identify preferred areas and workplace access
Configuration	Understand BHK requirement
Purchase purpose	Distinguish end-use from investment
Timeline	Gauge urgency and follow-up frequency

5.3 Process flow and relationship between the records

The process comprised ten stages: calling, requirement understanding, lead profiling and qualification, project explanation, follow-up, site-visit scheduling, site-visit coordination, customer feedback, negotiation or follow-up, and conversion. The intern's role was primarily communication, follow-up, and coordination; senior channel managers handled detailed cost-sheet discussions and negotiations.

Both source records originate from the same firm, period, role, and developer portfolios, and contain substantially common text and identical activity figures; the sources do not establish whether this reflects a shared record, jointly handled leads, or coincidence. This paper therefore reports each figure once, does not add or average figures across records, does not treat them as independent samples, and reports single-source or differing figures separately (Section 6.3).

5.4 Analysis plan and ethics

Analysis uses descriptive counts and simple ratios from minimum reported figures, with thematic interpretation mapped to the theoretical concepts. Inferential statistics and causal claims are not attempted. Customer information was used strictly for internal sales purposes and is not reproduced with identifying details; company-wide financial data, commission structures, and proprietary CRM data were inaccessible and are not estimated. Institutional ethics guidance and written organisational permission should be secured before journal submission.

6. Data Analysis and Interpretation

The data analysed are internship activity records, not formally collected survey data, recorded through personal activity tracking rather than an audited CRM export.



6.1 Reported activity and sales-funnel analysis

Table 4. Sales funnel and reported activity

Funnel stage	Activity	Reported figure	Interpretation
Contact	Outbound calling	150+ per day (9,000+ cumulative, unreconciled)	Pipeline creation; not every contact became a lead
Lead	Requirement enquiry and qualification	70+	Prospects with relevant requirement or interest
Site visit scheduled	Follow-up, verification, coordination	20+	Move from remote to direct project experience
Site visit attended	Visit and walkthrough	Not separately recorded	Attendance and drop-out cannot be quantified
Feedback and negotiation	Objection handling; senior-team support	Not quantified	Determines next sales action
Booking support	Support to senior managers	Reported as 3 and 2 (Section 6.3)	Unverified; excluded from calculations

Note. "+" denotes minimum values. A single-source figure of 1,800+ direct client interactions is reported provisionally. The records state that no verified booking or revenue figure attributable to the author exists; the analysis is therefore restricted to measurable activity.

High-volume calling forms the first stage; requirement understanding converts a subset of contacts into leads; follow-up and project explanation move interested leads towards a visit; and scheduled visits mark the transition to direct project exposure. Later stages were supported or observed but are not quantified in the verified data.

6.2 Lead-to-scheduled-site-visit ratio

Using minimum reported figures, 20 scheduled visits from 70 leads gives $20 \div 70 \times 100 = 28.57\%$, approximately 28.6%. Because both inputs are lower bounds and the numerator counts scheduled, not attended, visits, the true ratio could be higher or lower. It is neither an official conversion rate nor a booking rate. One report's executive summary cites an average 28% conversion from qualified telephonic leads to site visits, similar in magnitude but likewise self-reported and unaudited.



6.3 Individually reported and unreconciled figures

Table 5. Figures reported in one record only, or reported differently

Item	Record 1	Record 2	Treatment in this paper
Bookings assisted with senior team	3	2	Not combined; unverified; excluded from analysis
Visits described as "executed"	20+	20+	Analysis uses "scheduled", as in the methodology and analysis sections
Qualified lead to site-visit conversion	28% (summary)	Not stated	Derived ratio (Section 6.2) used
Conversion to booking after sample-flat tour	15% (summary)	Not reported	No denominator shown; not used as a finding
Rejection of scripted, high-pressure pitches	Above 80% (summary)	Not reported	No tally shown; provisional observation
IT/ITeS 2 BHK share of demand	Over 42% (differing denominators)	Over 42% of active buyers	No survey; provisional internal observation, not a market statistic

Note. These items are reported separately and are not summed or averaged.

6.4 Developer exposure, customer requirements, and follow-up

Working across five developer portfolios showed that customers evaluate projects through different combinations of developer brand, location, price, configuration, amenities, connectivity, and personal requirements; recommendations therefore need to rest on requirements, not a single standard presentation. Requirement understanding (Table 3) preceded project explanation. Demand was described as driven by IT/ITeS professionals, particularly those working in Hinjawadi, concentrated in 2 BHK units of 700+ sq. ft. carpet area in the ₹75 Lakh to ₹90 Lakh bracket (provisional; see Table 5).

The customer journey ran from contact (150+ calls per day) through lead identification (70+ leads), consideration, and physical evaluation (20+ scheduled visits) to decision support. Follow-up bridged these stages: initial interest did not necessarily lead to a visit, because customers needed further information, time to compare projects, and family discussion.

Table 6. Developer portfolios handled and learning relevant to the study

Developer	Nature of exposure	Learning relevant to the study
VTP Realty	Residential project sales and customer interactions	Project presentation; layout efficiency
Shapoorji Pallonji	Project presentation and customer engagement	Developer trust and positioning
Godrej Properties	Sales and requirement matching	Brand reputation and preferences
GERA Developments	Project-related customer interaction	Customer queries and comparison
Hiranandani Communities	Sales and customer engagement	Customer expectations and comparison



6.5 Field-level challenges

Table 7. Challenges, responses, and associated concepts

Challenge	Response or approach	Associated concept
High call volume; customer rejection	Systematic calling; professional communication	Time management; resilience
Identifying genuine leads	Requirement-based questions	Lead qualification
Varied requirements; multiple developers	Need-based communication; study of project information	Customer understanding; comparative analysis
Follow-up across leads at different stages	Tracked requirements and stages; regular, relevant contact	CRM; relationship management
Converting leads into visits; objections	Explained relevant benefits; listened and clarified	Funnel management; objection handling
Site-visit coordination; expectations	Confirmed details with team; avoided unsupported commitments	Service coordination; expectation management

Overall, sales performance depends on more than the number of calls: lead quality, requirement understanding, communication quality, timely follow-up, and relationship management are equally important.

7. Results and Key Findings

Subject to the limitations in Section 10, the study yields the following findings.

- **Calling sustains the pipeline but is not a measure of success.** Call volume alone is an activity measure, not an outcome.
- **Lead quality outweighs lead quantity.** Qualification on budget, location, configuration, purpose, and timeline is essential.
- **Follow-up is critical.** Customers generally needed multiple interactions before moving to the next stage, and follow-up had to be timely and relevant.
- **The lead-to-site-visit transition is the key conversion hurdle.** An indicative 28.6% of reported leads reached a scheduled visit (minimum-figure basis).
- **Requirements, not a standard pitch, drive project selection.** Demand in the micro-markets studied was reported as concentrated among IT/ITeS professionals seeking 2 BHK units (provisional).
- **Consultative selling was observed to generate better engagement and trust than scripted, high-pressure selling** (observational; no tally or comparison group).
- **Developer reputation and layout suitability were weighed alongside price,** so comparative knowledge of several portfolios is necessary.
- **Feedback after calls and visits determines the next sales action,** and relationship management underpins conversion.
- **Manual follow-up creates a risk of missed follow-ups** that CRM-based tracking could reduce.
- **Final conversion depends on factors beyond lead generation,** including preferences, project suitability, pricing, family decision-making, timing, and negotiation.

8. Discussion

The site-visit transition. The internship observations identify the move from qualified telephonic lead to physical visit as pivotal. The indicative 28.6% shows that a meaningful proportion of leads progressed, but also that, on minimum figures, most had not reached a scheduled visit by the end of the period. In AIDA terms, scheduling a visit is the Action stage. One summary states that booking conversion rises to 15% after a sample-flat tour; with no denominator shown,



this is not treated as a finding. The evidence supports describing the transition as pivotal, not quantifying its effect on bookings.

Qualification and follow-up. More than 150 daily calls created a continuous pipeline, but requirement understanding determined lead quality. This is consistent with need-based selling and with the funnel principle that activity is not outcome. The call-to-lead attrition rate cannot be calculated because the cumulative call figure is unreconciled. The records describe 24-hour pre-visit verification calls and WhatsApp sharing of project media to support weekend attendance, and one report states that these reduced weekend cancellations; as no before-and-after data exist, this is a plausible management hypothesis, not a demonstrated result.

Consultative selling and buyer evaluation. Scripted, high-pressure pitches reportedly met immediate rejection in more than 80% of cases, while conversations on commute times, lifestyle, and long-term appreciation generated greater engagement. These are observational impressions that cannot show causation, but they fit need-based selling, relationship marketing, and the high buyer bargaining power identified in Section 1. Buyers reportedly gave considerable weight to developer trust (Shapoorji Pallonji and Godrej Properties were cited as examples) and to floor-plan efficiency (VTP Realty's layouts), in addition to minor price differences per square foot, consistent with evaluation-of-alternatives behaviour in high-involvement purchases where mid-income products are similar.

Cost-sheet transparency and CRM. Shadowing senior managers showed how payment plans and cost-sheet components (base rate, GST, stamp duty, registration fees, floor-rise charges) are explained and how concerns about possession schedules are addressed. Managing many leads at different stages through largely manual follow-up risks losing qualified prospects, supporting structured CRM; automation should support, not replace, personalised human communication.

Integrated view. Through the funnel, attrition is evident at the contact-to-lead stage and a critical but only partly measurable transition occurs from lead to scheduled visit. Through AIDA, calling secures attention, requirement-based explanation builds interest and desire, and visit scheduling captures action; through CRM, follow-up sustains engagement across a long decision cycle. The results indicate associations and practical patterns that merit systematic testing, not causal relationships.

9. Managerial Implications and Recommendations

- **Implement a structured CRM.** Record lead details, requirements, follow-up dates, responses, visit status, stage, and next action, giving management visibility of every lead and reducing missed follow-ups.
- **Standardise lead profiling and prioritisation.** Capture BANT with location, BHK, purpose, and preferences, and classify leads as Hot, Warm, or Cold using documented, team-approved criteria updated as evidence arrives.
- **Strengthen follow-up and pre-visit verification.** Maintain a follow-up calendar for every qualified prospect and use a 24-hour verification call for weekend visits; measure its effect on attendance rather than assuming it.
- **Personalise digital communication.** Share project information by WhatsApp and email according to each customer's requirements, and use drip sequences with brochures and virtual tours after qualification, provided automation supports human interaction.
- **Pre-qualify through virtual walkthroughs.** Where developers provide them, use 3D or video walkthroughs during preliminary calls so scarce weekend slots go to higher-intent prospects.
- **Standardise feedback and comparison tools.** Use a common post-visit feedback format and side-by-side project comparison sheets covering layout, location, price, and amenities.
- **Build a funnel dashboard with defined denominators.** Track calls, leads, qualified leads, visits scheduled and attended, follow-up completion, and conversions, calculating each ratio only where starting and ending populations and the reporting period are clearly defined.

Managerially, firms should prioritise qualification quality over activity volume, explain cost sheets, payment plans, and developer comparisons transparently to well-informed, price-sensitive buyers, protect developer relationships through consistent site-visit volumes, and handle customer data responsibly in line with MahaRERA requirements.



10. Limitations and Future Scope

The study is limited by scope (one CP firm, residential sales, the projects handled during the placement); time (three months, which limits observation of long nurturing cycles and seasonal effects such as monsoon slowdowns); and data source (self-recorded activity, not an audited CRM export, with no record-level verification). The records are not independent samples, and several figures remain unreconciled (the cumulative call count, "executed" versus "scheduled" visits, and percentages found only in executive summaries). No validated survey was used, so customer insights may not generalise. Company financial data, commission structures, and developer agreements were inaccessible; sector statistics are indicative secondary-source figures; visit outcomes depended partly on developer sales-lounge schedules; researcher participation may have influenced what was recorded; and the descriptive design establishes neither causal effects nor firm-wide performance.

Future research could survey homebuyers to verify the demand profile and examine how budget, location, developer reputation, and layout influence project choice. A longitudinal design could track each lead from first contact to outcome using CRM data, allowing conversion rates with defined denominators and examination of links between qualification quality, follow-up completeness, and visit attendance. The pre-visit verification protocol and personalised WhatsApp communication could be evaluated through controlled comparison of attendance and cancellation rates. Further work could examine data-based lead scoring, automated follow-up, and comparisons across micro-markets and CP firms, with hypotheses and tests chosen only after constructs and variables are defined.

11. Conclusion

This exploratory case study uses an MBA internship at a real estate CP advisory firm in Pune to examine B2C sales execution, with attention to lead nurturing, micro-market prospecting, and site visit conversion. The reported activity (more than 150 daily calls, more than 70 leads, and more than 20 scheduled site visits across five developer portfolios) provides practical exposure to the whole sales journey.

The central conclusion is that sales effectiveness at a CP firm should not be judged by call volume alone. It depends on qualification quality, disciplined and relevant follow-up, consultative engagement responsive to buyer requirements, comparative knowledge of developer projects, and the progression of prospects towards site visits and bookings. The lead-to-site-visit transition emerged as pivotal, and structured CRM, evidence-based lead prioritisation, and personalised digital follow-up are the principal recommended improvements. The study is exploratory and bounded; its figures are self-recorded, partly unreconciled, and unaudited, and do not establish causality or firm-wide performance. With verified records and defined outcome measures, the case offers a basis for more rigorous research on sales execution in the residential channel-partner market.

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