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Business Development, Sales and Marketing Practices in Real Estate: A Descriptive Case Study of Blisss Red PVT. LTD.

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Abstract

Real estate is a high-involvement service category in which customers commonly evaluate substantial financial commitments, location, property suitability, documentation, trust and long-term value before making a purchase decision. Sales and marketing activities in this sector therefore extend beyond promotion: they include identifying potential buyers, understanding requirements, communicating property information, coordinating site visits, supporting comparisons and maintaining client relationships. This paper examines business development, sales and marketing practices in the context of Blisss Red Pvt. Ltd., a Pune-based real estate channel partner and sales-services organisation dealing with apartments, plots and commercial property. The study is developed from the organisation and project details in the On-the-Job Training (OJT) Initial Information Report for the period 15 May to 15 August 2026, stated as 92 days. A descriptive case-study approach is adopted, following the structure of an existing MBA research paper while adapting the subject to real estate client advisory. The analysis uses documentary information and established marketing concepts to organise the business-development process into lead identification, qualification, needs assessment, property matching, client communication, site-visit coordination, follow-up and relationship management. The available source does not provide a customer sample, transaction records, conversion rates or a verified performance dataset; consequently, the paper does not claim measured sales growth or statistically significant effects. It proposes a practical framework for lead tracking, transparent communication, customer segmentation and performance measurement that may help a real estate channel partner improve process consistency and client experience.

Keywords: real estate marketing; business development; sales management; client advisory; channel partner; customer relationship management; lead conversion; case study

1. Introduction

Real estate represents a distinctive marketing environment because a property is not a frequently purchased, low-cost product. A buyer may consider a home or commercial unit only after comparing financial capacity, location, connectivity, amenities, developer reputation, legal documentation, future needs and perceived investment value. The decision often involves multiple family members or organisational stakeholders, and the time between initial enquiry and purchase can be lengthy. These characteristics make trust, information quality and sustained communication central to the sales process.



Marketing in real estate includes the activities used to make properties visible to relevant audiences and communicate why a property may meet their needs. Sales management then converts that interest into a structured advisory process: understanding the customer's requirements, presenting suitable options, answering questions, arranging site visits, facilitating comparison and following up responsibly. Business development supports this process by identifying new sources of enquiries, building referral relationships, maintaining a pipeline and developing opportunities with prospective customers.

The case selected for this paper is Blisss Red Pvt. Ltd., identified in the supplied OJT Initial Information Report as a real estate channel partner and sales-services organisation located in Pune, Maharashtra. The report lists apartments, plots and commercial property among the categories associated with its business. The OJT project title is "Business development and sales n marketing for Real Estate at Blisss Red," and the nature of work is described as facilitating property sales and client advisory within a real estate channel partner firm. The OJT period is recorded as 15 May 2026 to 15 August 2026, with a stated duration of 92 days.

The purpose of this paper is to convert these project details into an academic discussion rather than reproduce an internship diary. It considers how marketing principles can be applied to real estate business development and how the customer journey can be organised from awareness to enquiry, consideration, site visit, negotiation and post-enquiry relationship management. The paper follows a descriptive and exploratory approach. It distinguishes the information explicitly supplied in the OJT report from analytical recommendations derived from marketing literature and general managerial reasoning.

Real estate channel partners occupy an intermediary role between property developers or sellers and prospective buyers. Their value depends on more than circulating property listings. They need to understand the available inventory, communicate relevant information, match customer requirements to suitable options and coordinate interactions efficiently. A weak process can result in irrelevant calls, delayed responses, missed follow-ups or confusion about property features. A consistent client-advisory process can instead help customers make informed comparisons and can help the organisation manage its sales pipeline more systematically.

2. Background of the Study and Problem Statement

The real estate market offers customers a broad range of alternatives, including different locations, property configurations, price levels, possession timelines and usage purposes. A prospective customer may be searching for a first home, an upgrade, a rental-yield opportunity, a plot for future construction or a commercial unit. These needs are not interchangeable. Effective marketing therefore begins with segmentation and qualification rather than sending the same information to every enquiry.

For a channel partner, the business-development process typically includes sourcing enquiries, recording contact details with appropriate permission, identifying purchase purpose and budget, understanding preferred location and property type, sharing relevant options, arranging site visits and recording the next action. Each step creates information that should be available to the team. If enquiries are stored only in individual messages or informal notes, managers may find it difficult to identify active prospects, prioritise follow-up, understand the reasons for lost opportunities or estimate pipeline quality.

A further issue is the difference between lead volume and lead quality. A large number of enquiries does not automatically produce transactions. Some people may be exploring prices without immediate purchase intent; others may have a clear budget and timeline. The organisation needs a practical method for identifying readiness without pressuring customers or making unsupported promises. Communication should be accurate about price, availability, location, amenities, charges and documentation, with uncertainties clearly explained.

The supplied OJT report identifies Blisss Red Pvt. Ltd. as operating in real estate channel-partner and sales services in Pune. However, the document is an Initial Information Report, not a complete sales-performance report. It does not contain a verified number of leads, property visits, bookings, completed transactions, customer survey responses or conversion ratios. The research problem must therefore be framed around process design and managerial practice rather than claiming measured performance outcomes.



The problem statement is: How can business-development, sales and marketing activities within a real estate channel-partner firm be organised to improve customer requirement matching, communication consistency, lead follow-up and the evaluation of sales-pipeline progress?

2.1 Significance of the Study

The study is useful academically because it applies marketing and sales-management concepts to a service intermediary in a high-involvement purchase category. It is useful managerially because a structured process can make lead handling more consistent and improve the quality of information available for decisions. For an MBA student, the case also connects classroom concepts such as segmentation, positioning, customer behaviour, relationship marketing and sales-funnel management with an organisational setting. The study should not be interpreted as an audit of company performance; it is a descriptive case analysis based on the information available.

3. Research Objectives and Research Questions

The study is guided by the following objectives:

1. To describe the role of business development, sales and marketing in the real estate channel-partner context of Blisss Red Pvt. Ltd.
2. To explain the stages involved in identifying, qualifying and advising prospective property clients.
3. To examine how customer segmentation, property matching, communication and follow-up can support the customer decision journey.
4. To identify practical process and measurement improvements that may strengthen lead management and client advisory.
5. To propose directions for future research using verified sales, lead and customer-experience data.

The objectives are addressed through these exploratory research questions:

- RQ1: What are the main business-development and client-advisory stages relevant to a real estate channel partner?
- RQ2: How can customer needs and property information be aligned during the sales process?
- RQ3: What process indicators could help assess lead management and sales-pipeline performance?
- RQ4: What further data would be needed to evaluate the effectiveness of these practices empirically?

The questions are exploratory. They are intended to organise the case and generate practical recommendations, not to test a statistical hypothesis.

4. Literature Review and Conceptual Foundation

4.1 Marketing management, segmentation and positioning

Marketing management begins with understanding customer needs and selecting the segments an organisation can serve effectively. Kotler and Keller (2016) describe segmentation, targeting and positioning as core elements of marketing strategy. In real estate, segmentation may be based on purchase purpose, budget range, preferred location, household size, stage of life, intended possession timeline or commercial use. These characteristics affect which properties are relevant and which messages should be prioritised.

Positioning concerns the way an offering is understood relative to alternatives. A property should not be promoted only through a list of features; its relevance should be connected to the customer's purpose. For example, a family buyer may place greater emphasis on daily commute, safety, space and nearby services, whereas an investor may ask about rental demand, liquidity, maintenance and expected holding period. A commercial buyer may focus on accessibility, footfall, business suitability and operating costs. These are examples of possible needs, not claims about the actual customer base of Blisss Red.

For a channel partner, segmentation should support advisory quality rather than narrow customers prematurely. A short discovery conversation can establish the purpose of purchase, budget, preferred area, configuration, financing readiness and expected timeline. The adviser can then present a limited, relevant set of options and explain the trade-offs between them. This approach reduces the risk of overwhelming customers with unrelated listings.



4.2 Consumer behaviour and high-involvement decisions

Consumer behaviour research recognises that purchase decisions vary according to involvement, perceived risk, information availability and the consequences of a decision. Real estate is generally a high-involvement category because financial commitment is substantial and the decision can affect daily life or long-term investment. Buyers may seek information from family, friends, online listings, property visits, developers, brokers and professional advisers. They may revisit options several times before deciding.

The decision process can be understood as problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase evaluation. In practice, these stages may overlap or repeat. A customer who visits a property may return to online research, revise the budget or compare a different location. Sales staff should therefore treat the customer journey as iterative, maintain accurate records and respond to new requirements instead of assuming a linear progression.

4.3 Relationship marketing and trust

Relationship marketing emphasises developing and maintaining valuable customer relationships rather than focusing only on individual transactions. Morgan and Hunt (1994) identify trust and commitment as important constructs in relationship marketing. In real estate, trust can be supported by prompt responses, clear explanations, consistency between promotional material and actual property details, transparent handling of uncertainty and respect for the customer's pace of decision-making.

Trust is particularly important where customers depend on an intermediary to interpret options. If the adviser overstates availability, understates charges or presents unverified claims as facts, short-term attention may be gained at the expense of long-term credibility. A responsible process should distinguish confirmed information from details that require verification. Customers should be encouraged to review relevant documents and obtain professional advice where legal, financial or technical questions exceed the adviser's role.

4.4 Sales management and lead-pipeline discipline

Sales management converts broad marketing interest into a sequence of accountable activities. A pipeline typically records the status of each opportunity, the last interaction, the customer's requirements, the next action and the expected decision timeframe. The value of a pipeline is not merely administrative: it helps a team prioritise work, coordinate responsibilities and identify where opportunities tend to stall.

A basic real estate pipeline may include new enquiry, contact attempted, requirement qualified, options shared, site visit planned, site visit completed, follow-up, negotiation, booking or closure, and not proceeding. The exact stages should reflect the company's actual workflow. Each stage needs a clear definition so that two staff members do not classify similar prospects differently. A record should also include a reason when a prospect becomes inactive or declines an option, where the customer is willing to share that information.

4.5 Digital marketing and information search

Digital channels have changed how customers discover properties and compare alternatives. Company websites, property portals, search engines, social platforms, messaging applications and online advertising can create awareness and encourage enquiries. Chaffey and Ellis-Chadwick (2019) explain digital marketing as the strategic use of digital channels and data to achieve marketing objectives. For real estate, digital activity should make property information easy to discover and should direct the interested person to a clear next step.

Digital content can include location guides, property walkthroughs, floor-plan explainers, frequently asked questions, comparison checklists and updates about available inventory. The information should be accurate, current and relevant to a defined audience. A digital campaign that attracts many clicks but provides incomplete information or routes visitors to an unclear enquiry form may create friction rather than meaningful opportunities. Metrics should therefore extend beyond reach to include qualified enquiries, site visits and subsequent outcomes where the data are available.

4.6 Customer relationship management and service quality

Customer relationship management (CRM) provides a systematic way to organise interactions and customer information. A CRM record can help the organisation remember preferences, track follow-up commitments and avoid repeated questions. At minimum, useful fields may include enquiry source, property type, location preference, budget



range, purchase purpose, timeline, current stage, last contact date and next action. Personal data should be collected only for legitimate purposes, stored securely and accessed only by authorised people.

Service quality is also shaped by responsiveness, reliability, assurance and empathy. In a property advisory context, responsiveness means acknowledging enquiries and communicating expected response times; reliability means providing consistent and checked information; assurance means demonstrating relevant knowledge and explaining limits honestly; empathy means listening to the customer's priorities. These dimensions provide a useful lens for reviewing client interactions, although the present source document contains no customer survey through which service quality can be measured directly.

4.7 Conceptual framework

The conceptual framework for this paper links five components: (1) customer and market understanding; (2) lead generation and qualification; (3) property matching and client advisory; (4) follow-up and relationship management; and (5) measurement and learning. These components are connected rather than isolated. Customer requirements inform the options presented; feedback from calls and visits updates the customer profile; pipeline data informs follow-up priorities; and performance reviews indicate where process definitions or communication may need improvement.

In simplified form, the framework is: Market visibility → Enquiry capture → Requirement qualification → Property matching → Consultation/site visit → Follow-up and negotiation → Booking or closure → Review and learning. A prospect may move backward or repeat a stage, so the sequence is a management guide rather than a claim that all customers follow an identical path.

5. Research Methodology

5.1 Research design

The paper adopts a descriptive, exploratory case-study design. A case study is suitable for examining a business process within its organisational setting, particularly when the objective is to describe the process and develop context-specific recommendations. The approach is qualitative-dominant and documentary. It does not use an experiment or a structured customer survey, and it does not estimate the causal effect of any marketing activity.

5.2 Study setting and period

The organisation named in the source is Blisss Red Pvt. Ltd., located in Pune, Maharashtra. The OJT report describes the business as a real estate channel partner and sales-services provider dealing with apartments, plots and commercial property. The stated OJT period is 15 May 2026 to 15 August 2026, with a recorded duration of 92 days. The project title refers to business development and sales and marketing for real estate. The work is described as facilitating property sales and client advisory within a channel-partner firm.

5.3 Sources of information

The primary documentary source supplied for this paper is the OJT Initial Information Report. It provides the organisation name, location, sector, nature of business, project title, period and general nature of work. The first research paper supplied by the user is used as a structural reference for organising an academic paper, not as evidence about Blisss Red. Published marketing and consumer-behaviour literature is used to frame the discussion. No additional internal company records, customer interviews, sales registers, CRM exports or campaign reports were supplied.

5.4 Sampling and unit of analysis

The study does not report a customer sample size because the source document does not specify respondents, a sampling frame or a survey. The unit of analysis is the business-development and client-advisory process in a single real estate channel-partner organisation. This distinction is important: the paper can describe the organisational setting and propose relevant process measures, but it cannot make claims about the views of all customers or the statistical performance of the organisation.

5.5 Analytical procedure

The analysis proceeds in four steps. First, the organisation and project details are extracted from the OJT report. Second, the sales and marketing process is organised into stages that are relevant to real estate client advisory. Third, marketing-



management concepts are used to interpret the purpose of segmentation, trust, relationship management and pipeline tracking. Fourth, practical recommendations are developed, with clear separation between source-supported facts and proposed actions. This is a descriptive conceptual synthesis rather than a formal statistical analysis.

5.6 Measures and indicators

Potential indicators are proposed for future use; they are not reported as actual Blisss Red results. Lead-generation measures may include number of enquiries by source, cost per enquiry where advertising spend is known, and proportion of enquiries with complete contact permission and requirements. Qualification measures may include the proportion of enquiries successfully contacted and the share meeting agreed criteria. Sales-process measures may include response time, follow-up completion, site visits scheduled, site visits completed and the proportion progressing to negotiation. Outcome measures may include bookings, completed transactions, cancellation rate and time from enquiry to decision. Customer-experience measures could include satisfaction with information clarity and responsiveness, collected through a suitable voluntary survey.

5.7 Research ethics and data integrity

The paper avoids reproducing personal contact details contained in the OJT form because they are not necessary for the research question. Any future use of customer data should be limited to a legitimate purpose, handled confidentially and reported in aggregate where possible. Company-sensitive information such as customer identities, negotiation details, property-owner records and commercial terms should not be disclosed without permission. Any quantitative claims in a future revision should be traceable to dated records and should include definitions for each metric.

6. Analysis and Discussion

6.1 Business development as a structured process

The project title places business development alongside sales and marketing, which suggests that the subject is broader than the final act of selling a property. Business development involves creating and maintaining a pipeline of potential opportunities. In a channel-partner context, this may involve building awareness of available property categories, responding to enquiries, maintaining professional relationships and identifying suitable prospects. The supplied OJT form confirms the project focus but does not document the number or source of actual leads; therefore, the discussion explains the process that should be examined rather than presenting unverified activity counts.

A consistent lead record allows a team to understand the source and status of an enquiry. For example, an enquiry from a property portal may require a different first response from a referral or a person who has already visited a site. Recording the source can help evaluate which channels produce relevant enquiries over time. However, source attribution should be treated carefully when customers interact with several channels before contacting the company.

6.2 Customer qualification and property matching

Property matching should begin with listening and requirement clarification. Useful questions concern whether the customer is purchasing for personal use or investment, the preferred locality, approximate budget, required configuration or area, financing readiness, possession expectations and the people involved in the decision. The adviser should confirm the key points rather than rely on assumptions. If a requirement is unclear, it is better to ask a follow-up question than to send a large number of irrelevant options.

A matching process can use a simple comparison sheet that records the customer's stated priorities and the verified characteristics of each property. Possible comparison dimensions include location, total cost, size, layout, amenities, possession status, transport access and relevant documentation. The sheet should distinguish confirmed facts from information awaiting verification. This can support more transparent discussions and help customers compare trade-offs rather than being guided only by promotional claims.

6.3 Communication, trust and client advisory

Real estate communication should be specific, consistent and responsive. A listing or sales message should communicate the relevant property type, location, key features and next step without implying guarantees that have not been substantiated. The adviser should be able to explain what is known, what must be confirmed and who can provide the



authoritative answer. Clear communication is particularly important where a customer asks about legal status, financing, taxes, possession or investment returns.

Client advisory also requires appropriate follow-up. A customer who has received options may need time to discuss them with family, compare affordability or arrange a visit. A useful follow-up should refer to the customer's stated interest and offer relevant information, rather than repeatedly sending generic reminders. The timing and frequency should be respectful, and a customer's request not to be contacted should be recorded and followed.

6.4 Site visits and evaluation of alternatives

A site visit is an important opportunity for the customer to compare the property's actual setting with the information previously received. Preparation may include confirming the appointment, sharing location details, identifying the property representative and ensuring that the relevant unit or site can be viewed. After the visit, the adviser can ask which features met expectations, what concerns remain and whether the customer wants to compare alternatives.

The site-visit stage can also reveal mismatches in the original qualification. A customer may revise the preferred location, budget or configuration after seeing a property. Such changes should update the lead record and inform future recommendations. A visit should not automatically be treated as a positive sales outcome; its value depends on whether it helps the customer make a better-informed decision and whether the opportunity progresses appropriately.

6.5 Follow-up, negotiation and pipeline management

Follow-up is most useful when it has a defined purpose. After sharing options, the next action might be to answer a question, verify availability, schedule a visit or provide a comparison. After a visit, it may be to clarify concerns or arrange another viewing. A CRM or structured spreadsheet can record the agreed next step, owner and due date. This reduces reliance on memory and helps managers identify overdue actions.

Pipeline reviews should examine both the number of opportunities and their status. A large pipeline may be misleading if most leads are uncontactable, unqualified or inactive. A smaller pipeline with clear requirements and agreed next steps may be more actionable. Useful review questions include: Which stage has the highest number of stalled prospects? Are follow-up commitments being completed? Which enquiry sources produce prospects aligned with the available inventory? What reasons are recorded when customers do not proceed? These questions require reliable records before they can be answered empirically.

6.6 Digital channels and enquiry management

Digital channels can support discovery and initial consideration by making property information accessible. A website or listing should present accurate descriptions and an easy way to request further information. Social content can provide location context, explain property features or answer frequently asked questions. Paid campaigns may expand reach, while messaging applications can support timely communication when used with appropriate consent. The appropriate channel depends on the audience and the purpose of the communication.

Marketing effectiveness should be evaluated through a connected sequence rather than a single metric. Reach and impressions describe exposure; clicks and enquiries indicate response; qualification indicates relevance; site visits indicate deeper consideration; and bookings or completed transactions represent later outcomes. The stages have different meanings and should not be combined into one vague measure of success. For example, a campaign can generate many enquiries while producing few qualified prospects. Without verified records, the present study cannot determine which channel is most effective for Blisss Red.

6.7 Proposed performance dashboard

A practical dashboard could bring together a small number of consistently defined indicators. It should show the reporting period, data source, owner and calculation method for each KPI. Suggested categories are shown below. The table is a proposed measurement framework, not a table of observed company results.



Area	Possible indicator	Purpose
Lead generation	Enquiries by source; cost per enquiry where spend is known	Understand where enquiries originate and compare channel efficiency
Lead qualification	Contact rate; proportion with complete requirements	Assess whether leads can be meaningfully followed up
Responsiveness	Median time to first response; follow-up completion rate	Review service consistency and missed commitments
Client engagement	Options shared; site visits scheduled and completed	Understand movement from enquiry to active consideration
Pipeline progression	Stage-to-stage progression; reasons for inactivity	Identify bottlenecks and improve process design
Business outcomes	Bookings and completed transactions; cancellation rate	Assess outcomes when verified records are available
Customer experience	Voluntary satisfaction feedback; information clarity	Identify communication and advisory improvements

The dashboard should not encourage staff to optimise only for volume. A target for the number of calls, for example, can reward activity without showing whether customers received relevant advice. Measures should be balanced between activity, process quality and business outcomes. Definitions should also be consistent: the organisation must specify what counts as a lead, a qualified lead, a completed site visit, a booking and a closed opportunity.

7. Findings and Managerial Implications

The findings below are analytical conclusions drawn from the supplied OJT information and the conceptual discussion. They are not statistically verified findings about the company's sales performance.

Finding 1: Real estate business development requires a coordinated customer journey

Lead generation, qualification, property matching, site visits and follow-up are connected stages. Treating them as separate activities can result in lost context and inconsistent customer communication. A documented process can make the transition between stages clearer.

Finding 2: Requirement-based property matching is more appropriate than generic promotion

Customers differ in purchase purpose, budget, preferred location and timeline. A structured needs assessment can help an adviser share fewer but more relevant options. The recommendation follows from marketing segmentation and consumer decision-making concepts; the source does not establish a measured improvement in conversion.

Finding 3: Trust depends on accurate and transparent communication

A property decision involves substantial financial and practical consequences. The adviser should communicate verified details, explain uncertainty and avoid unsupported claims about availability, legal status or future returns. Transparent communication supports informed decision-making and professional credibility.

Finding 4: Follow-up should be planned and recorded

A structured record of last contact, customer concerns and the next agreed action can reduce missed follow-ups and improve continuity. The organisation can review overdue actions and stalled prospects if records are maintained consistently.

Finding 5: Lead quantity alone is an incomplete performance measure

Enquiries must be interpreted in relation to qualification, site visits and later outcomes. Channel comparisons require consistent definitions and reliable source data. A campaign that generates fewer but more relevant enquiries may be valuable, depending on the organisation's goals and costs.



Finding 6: A standard dashboard can support evidence-based decisions

A small dashboard covering source, qualification, responsiveness, visits, pipeline progression and outcomes can provide a shared view of the sales process. It should be reviewed regularly and used to identify bottlenecks, not merely to rank individual employees.

7.1 Recommendations

6. Create a standard enquiry form that records purchase purpose, budget range, preferred locality, property type, timeline and permission for follow-up.
7. Define the stages of the sales pipeline and specify the criteria for moving a prospect from one stage to the next.
8. Use a requirement-to-property comparison sheet, ensuring that property facts are checked and uncertain information is clearly marked.
9. Record each interaction, customer concern, next action and due date in an authorised CRM system or a controlled tracking sheet.
10. Develop a response and follow-up protocol that sets realistic service expectations and respects customer preferences.
11. Use consistent property descriptions across listings, social media, messaging and sales conversations; update information when availability or details change.
12. Review performance weekly or monthly using a balanced set of lead, service, pipeline and outcome indicators.
13. Collect customer feedback voluntarily and protect contact details and other personal information.

8. Limitations of the Study

This study has several limitations. First, it is based on a single organisation and the OJT Initial Information Report supplied for the task. The report provides organisational and project details but does not provide a detailed description of individual sales activities or customer interactions. Second, no formal customer survey, interview schedule, sample size or sampling method is documented. The paper therefore cannot report customer perceptions or generalise to a defined population.

Third, verified sales and marketing data were not supplied. There are no documented counts of leads, qualified prospects, site visits, bookings, transactions, revenue, marketing expenditure or conversion rates. The proposed dashboard and indicators are recommendations and must not be interpreted as observed results. Fourth, the study is descriptive and conceptual; it does not test causal relationships between a particular marketing channel and sales outcomes. Fifth, real estate decisions are influenced by external factors such as local market conditions, property inventory, pricing, interest rates, customer financing and developer-specific factors. These influences cannot be isolated using the available information.

Finally, the OJT report is an administrative information document rather than a complete performance-based report. A stronger empirical paper would require permission to access relevant company records, clear metric definitions, an appropriate observation window and safeguards for confidential information. These limitations are stated to preserve academic integrity and to make the scope of the conclusions transparent.

9. Future Scope of Research

Future research can develop this descriptive case study into an empirical investigation. One direction is to collect anonymised lead-pipeline data over six to twelve months. With consistent definitions, the researcher could examine the proportion of enquiries contacted, qualified, converted into site visits and progressed to booking. Such analysis would provide a clearer picture of where opportunities stall, although causal conclusions would still require careful design.

A second direction is to study the relationship between enquiry source and lead quality. Leads from referrals, property portals, organic search, social media and paid advertising could be compared using a common qualification definition. The study should account for differences in campaign spend, customer intent, property inventory and the timing of enquiries. Cost per enquiry alone would not be sufficient; the quality and progression of leads should also be examined.

A third direction is customer-experience research. A voluntary questionnaire or semi-structured interview could explore what customers value in a real estate channel partner, including response speed, accuracy of information, relevance of



recommendations, transparency and ease of arranging visits. The sample, questionnaire, consent procedure and analysis method should be reported clearly. Customer identities should not appear in the published report.

A fourth direction is a comparative study across property types or locations. Apartment buyers, plot buyers and commercial-property clients may differ in decision criteria and purchase timelines. Comparing these groups could help identify which advisory practices are common and which require adaptation. A fifth direction is to evaluate whether a CRM implementation improves follow-up completion or data completeness. A before-and-after design may be informative if the periods are comparable and external changes are acknowledged.

Future studies should establish research questions and KPIs before collecting data, preserve a consistent audit trail, document missing values, distinguish correlation from causation and obtain organisational permission. Where data are insufficient, conclusions should remain descriptive rather than presenting illustrative values as actual performance.

10. Conclusion

This paper has developed a descriptive case study of business development, sales and marketing practices in the real estate channel-partner context of Blisss Red Pvt. Ltd. The supplied OJT report identifies the organisation as a Pune-based real estate channel partner and sales-services provider dealing with apartments, plots and commercial property. It records the OJT period as 15 May to 15 August 2026 and describes the project as business development and sales and marketing for real estate, with work focused on facilitating property sales and client advisory.

The analysis shows how established marketing concepts can be organised into a practical process: identify and qualify enquiries, understand customer requirements, match relevant properties, communicate verified information, coordinate site visits, follow up on agreed actions and review pipeline progress. Segmentation helps make recommendations more relevant; relationship marketing highlights the importance of trust and commitment; and CRM and pipeline management can improve continuity and managerial visibility. Digital channels may support discovery, but their value should be judged by lead relevance and subsequent progress rather than reach alone.

The main managerial contribution is a proposed framework for consistent lead records, transparent client advisory, defined pipeline stages and a balanced performance dashboard. These recommendations are suitable for further consideration and testing, but the paper does not claim that they have already improved the company's results. The source material does not contain verified quantitative performance data or a formal customer sample. Accordingly, the paper's contribution is descriptive and conceptual. Future research using anonymised sales records, customer feedback and consistent KPI definitions could evaluate the framework more rigorously and produce stronger evidence for real estate sales management.

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