Sales Floor Rules and Daily Targets

Targets at a glance

Each caller owes 5 booked meetings and 50 to 70 calls every day, with every new lead contacted inside 30 minutes. These are the numbers Varun set in the session.

Standard	Number	Notes
Meetings booked	5 minimum per caller per day	Volume week: go heavy on volume so there are recordings to analyze
Calls per day	50 to 70 minimum	If that does not produce 5 meetings, dial 150 to 200. Varun reads that as poor sales quality
First contact on a new lead	Within 30 minutes	Follows the SBANT process
Attempts on an unreached lead	3 to 4 per day from 2 different numbers	Voice note after the first miss, then a Calendly link
CRM hygiene	Every comment updated, every lead stage changed	Daily
Call recording	All calls	Recordings required from tomorrow
Morning sync	10:00 to 10:45 daily	Starts tomorrow, 24 November
Bucket cleanup	Clean by the first half of tomorrow	Today and tomorrow given for this
Tracking	Daily KPI sheet	Intensive for the first week, discipline for 3 months
Meetings per payment	Baseline 24	The aim is to cut it. A caller said 10 to 15

Lead handling rules

1. **New lead:** contact it in the first 30 minutes, following the SBANT process.
2. **Not picking up:** call 3 to 4 times a day, from 2 different numbers. After the first unanswered call, send a voice note. After that, add a Calendly link.
3. **CRM hygiene:** update every comment and change every lead stage.
4. **Clean your bucket first.** Remove every lead you called once and never followed up, and reach out to them. Deal with priority leads first. The bucket must be clean by the first half of tomorrow.
5. **Daily reach:** 50 to 70 people, every day, by phone.
6. **This week is volume week.** Go heavy on volume. The reason is analysis: Varun needs the recordings.
7. **Meetings:** minimum 5 per caller per day. Varun's comparison: a caller who saves 10,000 rupees in 10 days saves 1,000 each day. Miss a day and the result is not the same.

Call quality and conduct

Varun listened to the recordings of both callers and found the same problem: both sounded like salesmen, opening with "hi, calling from Raghava". These rules fix that.

- **Phone call equals SBANT.** The framework is strictly for the phone call. The site visit conversation comes later.
- **Open as someone helping.** Use the word "help". Varun's line: "I just saw that you registered with Raghava. You wanted to know a little more about how exactly I can help you." When you use the word help, that is all he wants.
- **Use your own name.** Introduce yourself by name. Call the lead by his name.
- **Do not say "sir".** The client does not want your "sir". He wants to see if you can show him what he wants. Be polite, but you do not work under him. You are your own sir, your own madam.
- **You are an important part of his decision.** Without you he would not be able to buy this property. If you treat yourself low, the client will walk over you.
- **Relax.** Calling a friend, you would never say "calling from Raghava". Awkward energy is noticed. Treat it like a game about numbers and about improving quality around those numbers.
- **Do not accept the limiting belief.** "In the first call they won't share" is a belief. Trust is built on the call, which is why Scenario comes first.

- **Record every call.** Recordings are required from tomorrow, especially from the two callers whose baseline needs resetting.
- **Treat every customer equally.** Varun's own rule: I do not trust any lead, I cross-examine to decide where to invest time, but you never give up on a lead until the end.

Follow-up and site visit rules

A lead who ghosts after a site visit was usually lost at the visit or on the first call. Work out which, instead of chasing the same way again.

After a site visit

- Never let a client leave without a next call or next meeting booked and a timeline agreed. Varun's challenge to the team: "Why did you leave me without booking a next meeting? What if I had not shown up?"
- Call the visited client and ask where you stand: "You visited the property. We just wanted to understand a few things about it. Where exactly do we stand?" Listen for the timeline and the reason he is ghosting you. Following up the same way gets the same response.
- If he ignores even the management callers, he is clearly not interested or has found a better option.

Closing the loop on a ghost. Ask for his current status, and tell him you would appreciate a reply because you do not want to keep calling and irritating him. Wish him a good day and stop. Out of 10 people, 8 will not reply and 2 will. Those who ghost usually do not want it. They found a channel partner or another project.

Why the first call matters. It tells you who you are bringing in, and whether to bring him in at all.

At the visit

- Be a friend, not a robot. Varun's feedback on the walkthrough he saw: she can have a normal conversation, understand what I need and then show it.
- Stop showing 5 options. Five options confuse the buyer and lengthen the timeline.
- Do not show every property. Mention Raghava's years of experience, then show what fits what he told you. A curious buyer researches the rest himself, the way he would research a phone before buying it.
- Full client visit training follows once the meeting numbers are being met.

Prioritization and scheduling

Spend your time on the leads most willing to buy, and schedule meetings by how strong the lead is.

- **Willingness ranges from 20 percent to 80 percent.** Focus on the 80 percent leads. Time spent on a 20 percent lead just to show management you are making calls is usually time spent on someone who will ghost you.
- **Find the one in 100.** Only about 1 person in 100 pays in real estate. You reach that person by consuming volume, and along the way you learn which leads deserve priority.
- **Book by strength.** Weaker leads go on Thursday or Friday. Strong leads go on Saturday and Sunday. On weekends you will not have time for calls and will only be hosting visits, so protect those slots for the leads that can pay.
- **Qualify before you book.** Varun's 24 meetings example: the right discovery would have cut the bookings and removed the meetings that were only there to show management a number.

Daily cadence

The day starts with a 45 minute review at 10:00 and ends with each caller listening to their own calls.

- **Morning sync, 10:00 to 10:45,** starting tomorrow, 24 November. The first 45 minutes cover how the previous day went and what happens next. The callers agreed.
- **Nightly call review.** Once you are home with, say, 5 booked meetings, you have had 5 fruitful conversations. Listen to them and write down where exactly you are going wrong.
- **Varun's review.** He analyzes the conversations every morning.
- **The extra hour or two.** Varun's observation: the people who make it are stretching an extra 1 to 2 hours.
- **KPI row.** Filled in daily in the sheet, as described in the KPI Tracking Guide.
- **Discipline is the only thing Varun asks for.** If discipline is not there, there is no way to get an output.

Consequences and timeline

Missed numbers trigger training first, and management feedback second. The ladder, in Varun's words:

1. **Numbers not met:** intense training sessions.
2. **Still no output after training:** Varun gives feedback to management.
3. **No discipline:** Varun said he will take action straight away.

The runway: the cleanup happens today and tomorrow, daily tracking is intensive for the first week, and the same process continues every day for the next 3 months. Varun's commitment: he came for an output, and until an output is met he is not leaving this lead.