MAXIRES & DEVEANAND - Fractional Learning & Development Partner for the Residential Realty Sector - Building Sales Excellence, Customer Confidence, Stronger Leadership and Profitable Growth

THE OPPORTUNITY: TRANSFORMING REAL ESTATE SALES AND CUSTOMER EXPERIENCE

1. Understanding the Business Challenge

Residential real estate is a high-value, high-involvement purchase where customer confidence, salesperson credibility, financial considerations and the buying experience significantly influence decisions.

Whether the business focuses on luxury residences, premium apartments, mid-segment housing, affordable homes, plotted developments or integrated townships, the ability to convert enquiries into bookings and bookings into successful transactions is critical.

Yet, many developers face persistent challenges:

- **Lead conversion:** Significant marketing investments generate enquiries, but a limited proportion translate into site visits, bookings and closures.
- **Customer diversity:** First-time homebuyers, investors, affluent families, NRIs, young professionals and customers upgrading their homes have different motivations and decision-making criteria.
- **Sales capability:** Salespeople often focus on project features, pricing and offers instead of understanding customer needs and building a compelling value proposition.
- **Long sales cycles:** Follow-ups are inconsistent, customer objections remain unresolved, and prospective buyers gradually disengage.
- **Channel effectiveness:** Managing direct sales teams, channel partners, brokers and digital lead sources requires consistent standards and accountability.
- **Leadership effectiveness:** Sales managers frequently spend more time reviewing numbers than coaching people and improving conversion.
- **Customer experience:** The journey from the first enquiry to site visits, booking, documentation, possession and post-handover engagement requires coordinated execution.
- **People productivity:** High employee turnover, uneven sales performance and lengthy onboarding cycles affect business continuity.

Maxires, with Deveanand as its Fractional Learning & Development partner, proposes a business-oriented approach to strengthening sales capabilities, managerial effectiveness and customer experience across residential real estate organisations.

The objective is not merely to train sales teams. It is to build a repeatable performance system that connects people capability with business outcomes.

WHERE MAXIRES & DEVEANAND CAN CREATE BUSINESS VALUE

2. Six Strategic Value-Creation Areas

A. Sales Excellence: Converting Enquiries into Closures

Develop sales professionals who understand customer motivations and guide buyers confidently through complex purchasing decisions.

Our focus areas:

- Structured lead qualification and customer need discovery.
- Consultative selling based on budget, location, lifestyle, family needs, investment objectives and purchase timelines.
- Presenting project differentiators through customer-relevant benefits rather than feature-heavy presentations.
- Conducting effective site visits that connect amenities, location, design and specifications with customer priorities.

- Handling objections relating to price, location, construction progress, competition, financing and family approval.
- Strengthening follow-up discipline, negotiation skills and closing conversations.
- Selling value without excessive dependence on discounts and promotional offers.

Business value: Improved lead-to-site-visit conversion, site-visit-to-booking conversion, sales productivity and revenue realisation.

B. Customer Persona-Based Selling: One Project, Multiple Buyer Profiles

Different customers buy the same property for different reasons. Sales teams must adapt their conversations accordingly.

Customer Profile	What Maxires Will Help Sales Teams Understand
First-time homebuyers	Affordability, financial confidence, family needs and purchase anxiety.
Young professionals and newly married couples	Lifestyle, connectivity, convenience and future aspirations.
Growing families	Space, schools, safety, amenities and long-term suitability.
Affluent and luxury buyers	Privacy, exclusivity, design, quality, status and personalised service.
Investors	Rental potential, liquidity, market conditions, holding period and risk considerations.
NRIs and overseas buyers	Remote decision-making, documentation, communication and confidence in execution.
Customers upgrading their homes	Lifestyle improvements, space requirements, convenience and value for money.
Retired customers	Accessibility, healthcare proximity, security, community and ease of living.

These are indicative personas; actual buying behaviour must be validated against the developer's customer data and target markets.

Business value: More relevant sales conversations, stronger customer engagement, better-qualified opportunities and higher conversion potential.

C. Channel Partner Excellence: Building a Productive Sales Ecosystem

Channel partners can be important growth multipliers, but their effectiveness depends on project knowledge, customer handling, engagement and trust.

Our focus areas:

- Communicating project positioning and competitive differentiation.
- Equipping channel partners with effective project pitches and objection-handling tools.
- Improving lead registration, response times, follow-up and coordination.
- Building productive relationships with high-potential brokers and channel partners.
- Establishing consistent customer communication and ethical selling standards.
- Coaching channel relationship managers to engage partners beyond incentive announcements.

Business value: Stronger channel engagement, improved partner productivity, better lead management and more consistent customer experiences.

D. Sales Leadership: From Target Monitoring to Performance Coaching

Develop sales managers who can diagnose performance gaps and improve the effectiveness of individual salespeople.

Our focus areas:

- Daily sales huddles and structured pipeline reviews.
- Coaching based on observed customer interactions, calls and site visits.
- Improving lead allocation, follow-up accountability and opportunity prioritisation.
- Managing underperformance through specific improvement plans.
- Developing negotiation, decision-making and team leadership capabilities.
- Improving coordination between marketing, inside sales, site sales and channel management.

Business value: Better sales discipline, improved team productivity, stronger accountability and reduced dependence on individual star performers.

E. Customer Experience: From First Enquiry to Possession

The customer experience extends beyond the initial booking. Trust must be maintained throughout the purchase and handover journey.

Our focus areas:

- Defining customer communication standards at every stage of the buying journey.
- Improving responsiveness, appointment management and site-visit coordination.
- Communicating project information, pricing and applicable terms transparently.
- Managing customer concerns and complaints professionally.
- Strengthening coordination between sales, CRM, documentation, construction updates and handover teams.
- Building post-possession engagement practices that encourage referrals and future business.

Business value: Higher customer confidence, fewer avoidable escalations, improved customer satisfaction and stronger referral potential.

F. Operational Excellence and Employee Productivity

Our focus areas:

- Developing clear role expectations, standard operating practices and accountability.
- Improving onboarding and time to proficiency for new sales hires.
- Strengthening communication and collaboration across functions.
- Building planning, problem-solving and decision-making capabilities.
- Establishing consistent performance routines across multiple project locations.

Business value: Faster employee readiness, improved execution consistency and better utilisation of sales resources.

THE FRACTIONAL L&D MODEL: FROM CAPABILITY BUILDING TO BUSINESS IMPACT

3. Your Strategic L&D Partner Without Building a Large Internal Function

Maxires can operate as an extension of the developer's leadership team, providing structured L&D strategy and implementation support through a defined monthly or quarterly engagement.

Engagement Area	What Maxires Will Deliver
Business diagnosis	Assess sales processes, capability gaps, customer profiles and leadership effectiveness.
L&D strategy	Develop a learning roadmap aligned with business goals, project launches and sales priorities.
Role-based learning	Create customised learning journeys for inside sales, site sales, channel sales, sales managers and CRM teams.
Practical interventions	Deliver workshops, simulations, role plays, case studies and sales conversation practice.

Engagement Area	What Maxires Will Deliver
On-the-job coaching	Support managers in observing sales interactions and providing structured feedback.
Performance measurement	Track agreed capability indicators and business metrics against an established baseline.
Leadership reviews	Present progress, identify bottlenecks and recommend corrective actions.

4. Measuring What Matters to the Business

Learning effectiveness should be evaluated through observable behavioural improvements and relevant business indicators.

Business Objective	Illustrative KPIs
Lead effectiveness	Lead response time, contact rate and qualified lead percentage.
Site-visit conversion	Qualified lead-to-site-visit conversion.
Booking performance	Site-visit-to-booking conversion and booking cancellation rate.
Sales productivity	Sales per salesperson, pipeline movement and time to closure.
Channel performance	Active channel partners, partner-generated bookings and conversion rates.
Customer experience	Customer satisfaction, complaint resolution and referral contribution.
People effectiveness	Time to proficiency, coaching frequency and sales competency assessment.

Targets should be agreed after reviewing existing performance, lead quality, project positioning, pricing, inventory availability and market conditions. Training is one contributor to business outcomes, alongside marketing effectiveness, sales processes, product-market fit and management execution.

6. Why Maxires & Deveanand?

The differentiation lies in combining strategic thinking with practical execution.

- **Business-first L&D:** Capability development aligned with bookings, revenue, productivity and customer experience.
- **Customer-centric selling:** Equipping teams to engage diverse buyer profiles with relevant, consultative conversations.
- **Practical implementation:** Using real-world scenarios, role plays, coaching and field application rather than classroom learning alone.
- **Leadership alignment:** Enabling managers to reinforce learning through daily performance routines.
- **Scalable architecture:** Creating consistent standards that can be deployed across projects, sales teams and geographical markets.
- **Flexible partnership:** Providing access to strategic L&D expertise without necessarily requiring a full-time senior L&D leader.

OUR COMMITMENT TO RESIDENTIAL REAL ESTATE LEADERS

Maxires and Deveanand aim to help residential real estate businesses build sales teams that understand customers, communicate value, handle objections confidently and convert opportunities more effectively. The proposition is simple: Move beyond training programmes. Build a sales and customer experience capability that supports sustainable, measurable business growth.