Pre-call brief

Everything this buyer read, watched and sent on the website, on one page, before the phone rings.

BUYER	CALL	FOR	BRIEF BUILT
Daniel Hargreave Sample record	Tue 4 November 9:30am, 20 minutes	Senior sales consultant Residences	3 November, 6:02pm Nine minutes after booking

SOURCE CAMPAIGN

Where the lead came from

Webinar campaign, September. Registered from a paid social ad, attended the live session for 34 of 52 minutes, then opened the replay twice.

Four more emails from the campaign opened, the last one two days ago.

PAGES VIEWED

In order, with time on page

01	The residences page	4m 12s
02	The floor plans page · two plans opened	6m 40s
03	The residences page, again	2m 05s
04	The ownership and process page	3m 28s
05	The enquiry page	5m 51s

FILMS WATCHED

Minutes watched of each

01	The project walkthrough film · of 6m 50s	6m 12s
02	The residences tour film · of 3m 58s	3m 58s
03	The founder interview · of 11m 20s	1m 36s

FORM ANSWERS

As sent with the form

SENT, 3 NOVEMBER 5:53PM

Looking for	A residence, two bedrooms
Buying as	An investment, to let
Decision with	A partner
Best time to call	Mornings

IN THEIR OWN WORDS

Question box	"What is the rental rule?"
Prefers	A call, not email
Browsing from	Australia
Visits before the form	Three, from 18 October

THE RECORD

As the CRM holds it now

STAGE	LAST TOUCH	OWNER
Meeting booked	Form sent, yesterday	Senior sales consultant

OPEN WITH

Two questions from the record

01 You spent longest on the floor plans and opened two. Which layout are you weighing up?

02 You asked about the rental rule in the form. Is letting it out the plan from day one?

AVOID

One line

Leave budget until the layout is settled, and do not re-run the webinar pitch: they sat through 34 minutes live and opened the replay twice.

HOW THIS WAS JOINED

This visitor browsed from Australia, where the website cannot name a person, so every page and film above was read anonymously and joined to the buyer at the moment the form was sent. Person level matching before a form works on United States addresses only.