



SALES MINDSET | FREE GUIDE

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# A.L.A.R.M.

## Follow-Up System

Kyunki “yaad rahega” koi strategy nahin hai.

5 rules, ek daily routine, ready-to-use scripts  
aur ek printable tracker — taaki koi bhi  
client ka “4 baje” aapse miss na ho.

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## PEHLE EK SACH

# Client ne aapko reject nahin kiya. Aapki aadat ne kiya.

Do agents. Same client, same project, same site visit. Client bola, **“Wife se baat karke 4 baje confirm karta hoon.”**

| RAHUL                                                              | AMIT                                                                                  |
|--------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Client ke saamne hi phone mein 3:50 ka reminder lagaya.            | Bola, “yaad rahega.”                                                                  |
| <b>4:02 PM</b> — call kiya. Client ready tha. <b>Booking done.</b> | <b>4:40 PM</b> — dusri site visit ke baad yaad aaya. Client: <b>“Sorry, ho gaya.”</b> |

Amit sochega client ne dhokha diya. Nahin. Client ne project nahin chuna — usne woh insaan chuna jo **time pe tha**. Jo agent ek chhota sa “4 baje” ka promise nahin nibha sakta, client us par lakhon ka faisla kaise chhodega?

Kisi aur career mein kharab habits chal jaati hain. Sales mein har bhoola hua follow-up seedha kisi aur ki booking ban jaata hai. Aur sabse bura — aapko pata bhi nahin chalta ki deal kab haath se gayi.

Talent aapko meeting dilata hai.  
Discipline aapko cheque dilata hai.

## Is guide mein kya hai

1. A.L.A.R.M. — 5 rules jo har follow-up ko pakka karte hain
2. Daily routine — din mein sirf 30 minute
3. Copy-paste scripts — reminder, call, WhatsApp, aur galti ho jaye tab
4. 5 lines jo deal maarti hain — aur unki jagah kya bolein
5. Printable follow-up tracker + 7-din ka challenge

## THE SYSTEM

# A.L.A.R.M. — 5 Rules

Har rule simple hai. Mushkil hai roz karna. Isiliye yeh habit hai, trick nahin.

**A**

## Alarm Turant

**Client ne time bola? 60 second ke andar reminder.**

Client ke saamne hi phone nikaalo aur reminder lagao — time se **10 minute pehle** ka. “Baad mein laga dunga” ka matlab hai “bhool jaunga.”

“Sir, main abhi 4 baje ka reminder laga raha hoon, taaki aapko wait na karna pade.” — Client ko dikhta hai ki aap serious ho. Yeh khud ek trust signal hai.

**L**

## Log Every Promise

**Dimaag storage nahin hai. Har promise likho.**

Brochure bhejna, price sheet, floor plan, callback, site visit — jo bhi aapne bola, ek hi jagah likho: CRM, Google Sheet, ya is guide ka tracker. Promise sirf “client ka time” nahin, **aapka diya hua word** bhi hai.

Rule: Agar likha nahin, toh promise kiya hi nahin. 10 clients tak dimaag chal jaata hai. 40 clients pe dimaag aapko dhokha dega.

**A**

## Aage Ka Step Fix Karo

**Koi call bina next date-time ke khatam nahi hoti.**

“Theek hai sir, baat karte hain” — yeh line dead lead ki shuruaat hai. Har call aur visit ke end mein **ek specific din aur time** lock karo. Do options do, client ko choose karne do.

“Sir, Saturday 11 baje theek rahega ya Sunday shaam 5 baje?” — Choice dene se client “haan” ya “naa” nahin, “kab” decide karta hai.

**R****Reach Early****4 baje bola hai? 3:58 pe call karo.**

Reminder 10 minute pehle isliye hai taaki aap call ki **taiyari** kar sako: pichhli baat ke notes, client ka objection, unit ki price aur availability. Time se pehle aur ready — dono chahiye.

Client ka “4 baje” uske liye bhi ek decision moment hai. Aap time pe ho toh aap us moment mein ho. Late ho toh koi aur hai.

**M****Mark & Move****Har follow-up ke baad 2 minute update.**

Call khatam hote hi likho: kya baat hui, client kahan hai (**Hot / Warm / Cold**), aur agla step kab. Phir agla reminder lagao. Loop kabhi khula nahin rehna chahiye.

Jo lead “pending” bina date ke padi hai, woh lead nahin — woh bhoola hua paisa hai.

## ROZ KA KAAM

# Daily Routine — 30 Minute

System tabhi kaam karta hai jab roz chale. Yeh slots apne calendar mein fix kar do.

|                                    |                                                                                                                                                                                                                           |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SUBAH</b><br><b>15 min</b>      | <b>Din Ki Planning</b><br>Aaj ke saare follow-ups ek baar dekho. Har ek ka reminder laga hai, confirm karo. Hot leads pehle, phir Warm. Jin clients ko kuch bhejna tha (brochure, price sheet), woh subah hi bhejo.       |
| <b>DIN BHAR</b><br><b>60 sec</b>   | <b>Har Call / Visit Ke Baad</b><br>Call ya visit khatam hote hi: notes likho, agla step likho, reminder lagao. Gaadi start karne se pehle. Agle client se milne se pehle. Yahi 60 second saara farak hai.                 |
| <b>SHAAM</b><br><b>15 min</b>      | <b>Review &amp; Close The Loop</b><br>Aaj ke promises mein se kaunse pure hue, kaunse nahin? Jo reh gaya, usko kal ka <b>specific time</b> do. Rule: koi bhi pending item bina date-time ke raat nahin guzaarega.         |
| <b>HAFTE MEIN</b><br><b>20 min</b> | <b>Cold Leads Ko Zinda Rakho</b><br>Cold leads ko “sir, kya socha?” mat bhejo. Kuch useful bhejo — naya offer, site progress ki photo, area mein koi naya development. Value ke saath follow-up, pressure ke saath nahin. |

## The 60-Second Rule

Client ne kuch bhi time bola — 60 second ke andar woh aapke phone mein hona chahiye. Na baad mein, na gaadi mein, na “ghar jaake.” Yeh ek rule follow kar liya toh aadhi problem wahin khatam.

## COPY-PASTE KARO

# Ready-To-Use Scripts

Words apne style mein adjust kar lo, structure mat badlo.

## 1. Client ke saamne reminder lagate waqt

“Sir, main abhi 4 baje ka reminder laga raha hoon. Agar us time aap busy ho, toh 4:30 chalega?”

*Kyun kaam karta hai:* Backup time pehle hi fix ho gaya. Client ko “bhool gaya” bolne ka mauka nahin milta.

## 2. Call se 10 minute pehle (WhatsApp)

“Namaste Sir, 4 baje aapko call kar raha hoon jaisa baat hui thi. Family se discussion ho gaya ho toh aaj final kar lete hain.”

*Kyun kaam karta hai:* Client ko yaad dila diya aur decision ka frame bhi set kar diya.

## 3. Call nahin utha (WhatsApp)

“Sir, 4 baje call kiya tha jaisa promise kiya tha. Jab free ho ek missed call de dijiye, main turant call karta hoon.”

*Kyun kaam karta hai:* Record ban gaya ki aap time pe the. Ball ab client ke court mein hai.

## 4. Aap chook gaye — galti maano

“Sir, maine 4 baje ka time diya tha aur main late hoon. Meri galti hai, koi bahana nahin. Kya abhi 2 minute mil sakte hain?”

*Kyun kaam karta hai:* Bahana (traffic, meeting, network) trust todta hai. Seedhi galti maanna trust bachata hai.

## 5. Har call ka ending

“Theek hai Sir, toh Saturday 11 baje site pe milte hain ya Sunday 5 baje — aapke liye kya better hai?”

*Kyun kaam karta hai:* Kabhi bhi “chaliye, baat karte hain” pe call khatam mat karo.

## DEAL KILLERS

## 5 Lines Jo Deal Maarti Hain

Yeh lines polite lagti hain. Par har ek line client ko aapse door aur competitor ke paas le jaati hai.

| MAT BOLO                           | ISKI JAGAH                                                            |
|------------------------------------|-----------------------------------------------------------------------|
| <b>"Yaad rahega."</b>              | Rahega nahin. Abhi reminder lagao.                                    |
| <b>"Main call karta hoon."</b>     | "Main kal 11 baje call karta hoon." — hamesha time ke saath.          |
| <b>"Aap free hoke batana."</b>     | Control client ko de diya. Aap time fix karo.                         |
| <b>"Sir, kya socha?"</b>           | Khaali follow-up. Kuch naya do — info, update, ya ek clear next step. |
| <b>"Chaliye, baat karte hain."</b> | Dead-end. Har baat ek date-time pe khatam ho.                         |

## 7-DIN KA CHALLENGE

### Sirf 7 Din. Ek Bhi Follow-Up Miss Nahin.

Har din ke end mein tick karo. 7 din pure hue toh yeh habit ban chuki hai — aur mujhe Instagram pe DM karke batao.

|                                  | DIN 1 | DIN 2 | DIN 3 | DIN 4 | DIN 5 | DIN 6 | DIN 7 |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|
| Har time ka reminder 60 sec mein |       |       |       |       |       |       |       |
| Har call ka next step fix        |       |       |       |       |       |       |       |
| Shaam ka review kiya             |       |       |       |       |       |       |       |

# Daily Follow-Up Tracker

[illegible]

## AAKHRI BAAT

# Client aapko yaad nahin rakhega. Isliye aapko client ko yaad rakhna hai.

Is guide mein koi jaadu nahin hai. Reminder lagana, likhna, time pe call karna — yeh sab aapko pehle se pata tha. Farak sirf itna hai ki top performers yeh **roz** karte hain, bina mood dekhe.

Talent aapko meeting dilata hai.  
Discipline aapko cheque dilata hai.

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Aisi aur sales tactics ke liye follow karo [@sandeep.israni.re](https://www.instagram.com/sandeep.israni.re) — aur 7-din ka challenge pura karke DM mein zaroor batana.