

SANDEEP ISRANI | CHANNEL PARTNER PLAYBOOK

60-Day Pipeline Continuity Plan

Bada deal close karna mushkil hai. Uske baad pipeline zinda rakhna — usse bhi mushkil.

Core idea

Jo lead aap aaj call karte ho, woh 30-60 din baad close hota hai. Isliye jis din aapka deal close hota hai, usi din agla deal shuru hona chahiye.

Trap aalas nahi hai. Trap hai lag — aaj ki prospecting ka paisa 2 mahine baad aata hai. Aaj ruk gaye, toh 2 mahine baad khaali haath.

3 Rules jo kabhi nahi tootne chahiye

1 2-Ghante Rule
Booking ke 2 ghante ke andar 10 leads ko call. Celebration baad mein.

2 3-Referral Rule
Har closed buyer se 3 naam maango — jab excitement sabse zyada ho, booking ke din hi.

3 Khaali Stage Rule
Pipeline ki koi bhi stage zero nahi honi chahiye: New → Contacted → Site Visit → Negotiation → Booking.

**Real estate mein commission cheque status symbol nahi hai.
Consistent pipeline status symbol hai.**

PHASE 1**Day 0 — Closing Day**

Booking ho gayi. Party se pehle, yeh 4 kaam:

- 10 calls, 2 ghante ke andar: 5 dormant leads (jo pehle interested the, phir chup ho gaye) + 5 fresh leads.
- Booking table par hi referral ask: "Aapke office ya family mein aur kaun ghar dekh raha hai?" — 3 naam likh lo.
- Social proof: buyer ki permission ke saath booking / handover ki story post karo.
- Thank-you WhatsApp: buyer, builder ki sales team, aur jo bhi deal mein involved tha — sabko.

PHASE 2**Week 1 (Day 1-7) — Jo deal close hua, use mine karo**

- Referral ask likhit mein bhejo — Template A (page 5). Bolke maanga hua naam bhool jaata hai, likha hua nahi.
- Usi project ke visitors re-activate karo — jo site visit kar chuke but book nahi kiya. Template B (page 5).
- Builder se update lo: current inventory, price revisions, upcoming launches. Naya pitch material milega.
- Reverse math karo — page 4 ka worksheet. Aapka apna ratio = aapka weekly target.

Kyun Week 1 sabse important hai?

Booking ke baad buyer sabse zyada khush aur sabse zyada generous hota hai. Referral ka best window yahi 7 din hai. Do hafte baad wahi buyer "dekhta hoon" bolega.

PHASE 3**Week 2-4 (Day 8-30) — Pipeline ka top bharo**

- Daily non-negotiable call block: roz ek hi time, same duration (jaise 1 ghanta). Number aapke worksheet se aayega.
- Har hafte 1 naya lead source try karo: ek society, ek office tie-up, ek CP collab, ya ek content post.
- Har Friday: weekend ke site visits lock karo — Template C (page 5).

PHASE 4**Week 5-8 (Day 31-60) — Convert karo, protect karo**

- Week 2-3 ke visitors ko negotiation ki taraf push karo. Follow-up mein naya reason do, sirf "kya socha?" nahi.
- Closed buyer ke milestones — loan sanction, agreement, registration — har milestone ek touchpoint hai, aur har touchpoint ek referral moment. Template D (page 5).

WEEK 7 ALARM CHECK

Agar active negotiations 2 se kam hain: baaki sab kaam band. Agle 3 din sirf prospecting — calls, dormant re-activation, referrals.

Week 7 isliye — kyunki pipeline dry hone ka jhatka yahin lagta hai. Week 9 tak ruke toh 60 din bina revenue ke nikal jaayenge.

60 din ek nazar mein

Phase	Din	Focus
Day 0	Booking day	10 calls + 3 referrals
Week 1	1-7	Deal ko mine karo
Week 2-4	8-30	Top of pipeline bharo
Week 5-8	31-60	Convert + protect
Week 7	43-49	Alarm check

WORKSHEET

Reverse Math — Aapka apna target

Kisi aur ka formula mat copy karo. Aapke last 3 deals ka data aapko batayega ki ek booking ke liye kitni mehnat lagti hai. Pen uthao aur bharo.

	Deal 1	Deal 2	Deal 3	Average
Total leads contacted				
Site visits				
Negotiations				
Booking	1	1	1	1
Lead se booking tak din				

Ab apna weekly target nikalo

Mujhe har mahine kitni bookings chahiye? _____

× Leads per booking (average) _____

= Mahine ke leads _____

÷ 4 = Har hafte kitne leads contact karne hain _____

÷ 6 working days = Roz ke calls _____

Ek zaroori baat

"Lead se booking tak din" wala number dhyan se dekho. Agar woh 45 din hai, toh aaj ruke matlab 45 din baad khaali haath. Yahi 60-day trap hai — aur yahi number aapko aaj call karne ki wajah deta hai.

COPY-PASTE READY

WhatsApp Templates

[] wale hisse apne hisaab se badlo. Bhejne se pehle naam zaroor personalise karo.

Template A — Referral ask — booking ke 1-3 din baad

Namaste [Naam] ji

Ek baar phir congratulations — [Project] mein aapka naya ghar!

Ek chhoti si request thi. Aapke office, family ya society mein agar koi bhi ghar dekh raha hai, toh unka naam aur number share kar dijiye. Main unhe bhi utni hi care se guide karunga jaise aapko kiya.

Koi pressure nahi — bas 2-3 naam bhi bahut help karenge. Thank you!

Template B — Dormant re-activation — usi project ke purane visitors

Hi [Naam] ji, [Aapka Naam] here.

Aapne [mahina] mein [Project] dekha tha. Ek update dena tha — jo [tower / configuration] aapko pasand aaya tha, usme ek aur unit kal book ho gaya. Ab limited options bache hain.

Kya aap is weekend ek baar phir dekhna chahenge? Main slot hold kar deta hoon.

Template C — Friday — weekend site visit lock

Hi [Naam] ji

Is weekend [Project] ke liye mere paas Saturday [time] aur Sunday [time] ke slots hain. Aapke liye kaunsa better rahega?

Site par main khud rahunga — aapke saare sawaal wahi clear kar denge.

Template D — Milestone check-in — loan / agreement / registration ke baad

Hi [Naam] ji, aapka [loan sanction / agreement / registration] complete ho gaya — badhai ho!

Agar process mein koi bhi doubt ho toh mujhe seedha call kijiye.

Aur haan — agar aapke jaan-pehchaan mein koi ghar dekh raha ho, toh mera number zaroor share kijiye

TRACKER

Sunday 15-Minute Review

Har Sunday 15 minute. Har stage ka count likho. Jo stage zero ho, use laal karo — woh Monday ka pehla kaam hai.

Week	New	Contacted	Site Visit	Negotiation	Booking	Calls	Referrals asked
W1							
W2							
W3							
W4							
W5							
W6							
W7							
W8							

Laal row = Week 7 alarm check.

Har Sunday khud se 3 sawaal

- Kaunsi stage khaali hai ya khaali hone wali hai?
- Is hafte maine kitne referrals maange — aur kitne mile?
- Agle 7 din mein kaunse 3 log negotiation tak pahunch sakte hain?

Ek line yaad rakho

Deal close hone ka din finish line nahi, agle deal ki starting line hai.

Aise hi aur practical scripts aur systems ke liye follow karo @sandeep.israni.re