



Suburban Land Agency Case Study

Case Study – Suburban Land Agency

Sales and Client Relations Team Workshop



**Suburban Land
Agency**

Facts

Client Suburban Land Agency

Location Canberra, Australian Capital Territory

Project The Suburban Land Agency is responsible for delivering the ACT Government's suburban development program through building people-focused residential estates and urban projects in Canberra.

Requirement Create a customised training program for the SLA Sales and Customer Relations team focussing on understanding the customer experience, the required sales skills, and documenting best practice.

Context

SLA is a highly regulated government agency that had always outsourced sales.

Some twelve months prior, Property Republic was engaged to review current sales models, explore what sales models other similar government and private developers are utilising, provide recommendations on the pros and cons of an in-house sales model, and options for selling built form and affordable housing products. The recommendation was to internalise the sales team for Whitlam.

SLA reached out to Judi Carr at Property Republic to design three days of workshop style training to help build capacity by developing the **SLA** value proposition and customer experience model.

Challenges

The workshop participants came from different levels of the organisation with different levels of experience. The challenge was to structure the workshops in a way that would help them identify and agree on best practices.

The level of understanding of the development process, customer pains and communication methods were varied.

Primary Goal

SLA aimed to equip their new in-house team with appropriate skills and knowledge to help them provide a valuable customer experience through a three-day sales and client relations team workshop.

Other Goals

Another goal of the workshop was to help **SLA** form the basis of a handbook for their sales in-house team. The handbook serves as the sales team's first point of reference, and they are expected to work within the guidelines they set out.



Process

Running for three days, the workshop tackled different agendas each day.

The first day started out with an overview of the workshop objective and protocols. This was when the marketing strategy was introduced, discussing important aspects such as the current state of sales marketing customer experience and its importance in property, the role of content and social media, and the decisions that could affect the marketing and sales strategy, plan, and budget, among others. They then developed the target market value proposition and delved into understanding and developing the customer lifecycle.

On day two, the main focus was on the development of the sales process and techniques.

The objective was to effectively and efficiently process a customer from enquiry through to contract execution. During this part of the workshop, participants were encouraged to present models of sales process and techniques and analyse these as a group. Everyone was then allowed to provide their feedback.

The workshop also covered the different aspects of sales techniques, including theory and practise. Lastly, the workshop led to the development of client communications.

On the last day of the workshop, they tackled the performance environment practise. A display village builder spoke to the group, providing a unique insight into how builder partnerships can benefit SLA. The next discussion was geared towards partnership strategy with the aim of developing a strategic approach to partnerships with a network of builders, legal agents, commercial and residential agents and other stakeholders.

Day three's agenda also included discussing the customer touchpoints and understanding data.

Final report

Ultimately, Property Republic crafted a report on the workshop outcomes. It was ensured that all the objectives and strategies can be tied back to SLA values and strategic objectives. Part of the recommendation was to prioritise what needs to be actioned and create a 'micro' project for each element of change. The project would be broken down into 90-day blocks with an appointed champion and a range of team members working together to get the job done within the agreed timeframe.

Throughout the workshop, a number of strategies were worked on. Most of these were not required immediately but, when implemented, will put SLA in great stead to drive sales when the market softens. A roadmap for a market-leading customer experience was developed, encompassing first home buyers, upgraders, investors, and interstate residential buyers.

Another outcome of the workshop was the development of customer touchpoints, from auto-response on a website enquiry to a settlement gift. A sales handbook was also developed and created to guide the in-house sales team and maximise their sales performance. The handbook was designed to ensure that each team member is supported and coached to effectively contribute to the Key Performance Indicators.



Feedback



Suburban Land Agency (SLA) engaged Property Republic to assist with a range of strategy development initiatives due to their extensive property marketing expertise and their collaborative and well-researched approach.

Our team has benefitted greatly from Property Republic's in-depth workshops, which have provided us with a clear vision, innovative concepts and expert insights into our industry.

The result of Property Republic's collaboration with SLA is the development of a well-defined and targeted strategy for our future. SLA will continue to engage the Property Republic team due to their excellent service and the great results they've helped us obtain so far.

I would highly recommend Property Republic to organisations seeking experience in all aspects of property marketing and assistance in developing a clear and efficient pathway for success.

Kathy Torcasio
Director Sales and Client Relations,
Suburban Land Agency

We'd love to hear from you

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