

Title: Corporate Lead Qualification and Handling Process

Objective: Eliminate wasted effort on non-targeted corporate leads and ensure qualified leads are handled efficiently by the right team.

1. How Corporate Admin Identifies Lead Type

Sector Category	Example Companies	Classification	Notes
Facility Management (FM)	Enova	Targeted	High potential, recurring business
Real Estate Developers / Property Management	Imkan	Targeted	Bulk properties, consistent need
Owner Associations (OA)	High Points	Targeted	Long-term contracts possible
Interior Design & Contracting Firms	Designer East	Targeted	Partnership opportunity
Palaces & High-end Villas	VIP properties	Targeted	High ticket and maintenance scope
Hospitals & Clinics	Mediclinic, , Aster, Saudi- German Hospital	Targeted	Compliance-driven and recurring
Factories & Industrial Sites	EGA	Targeted	Recurring maintenance demand
Hospitality (Hotels)	Grand Plaza	Non-Targeted	Only group chains considered targeted
Shops, Small Nurseries, Offices	Individual premises	Non-Targeted	Limited scope
F&B (Single Outlets)	Cafes, small restaurants, Sunset Groups	Non-Targeted	Only multi-branch F&B considered targeted

2. BDA Evaluation Flow

Step 2 – BDA Evaluates Lead Details

Evaluation Criteria	Description	Decision
Sector Type	As per table above	Targeted / Non-Targeted
Location	Premium (Downtown, Palm, Emirates Hills) vs Non-Premium	Premium / Non- Premium
Size / Value	- AC: <10 units = Low, >10 units = High - SF: <3000 AED = Low, >3000 AED = High - DC / MS / PC: property size & quantity - WT: tank size & quantity	Low Value / High Value
Brand / Group Presence	Known brand or single outlet	Premium / Non- Premium

3. Decision Flow

Lead Type		Examples	Action / Process Steps
Target	Premium	Emaar, DAMAC , etc	Assign to BDE
Non-Target	Premium & High Value	High-end standalone restaurants, luxury office buildings	Assign to BDE
Target	Non-Premium & Low Value	2-star hotel in Satwa, small shops in Deira, single F&B outlets in Al Quoz	Provide a tentative quote on the spot with a minimum charge of 2500 AED for all services. 600AED for PC.
Non-Target	Low Value / Non-Premium	Small shops in Deira, single F&B outlets in Al Quoz	Provide a tentative quote on the spot with a minimum charge of 2500 AED for all services. 600AED for PC.

4. Ownership & Responsibilities

Role	Responsibility
BDA	Initial screening by sector, size, and premium, provides tentative pricing for non-premium, low-value leads
BDE	Handles targeted or premium high-value leads
BD Manager	Oversight and performance review only (no manual assignment)

5. Client Validation Questions:

To better assist you , please provide the below:

1. Company/office name
 2. Location/address
 3. Type of property: personal villa/apartment, corporate office/shop, or company
 4. Details of the service needed (size, quantity, etc.)
 5. Any other sites/Branches we should know about for planning.
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5. Client Handling After Validation:

Option 1 – Tentative Quote:

“Thank you for the details. The estimated cost is XX AED. Please note the minimum charge for the service is 2,500 AED. Shall we proceed with providing the quote or booking?”

Option 2 – Transfer to Executive:

“Thank you for the details. We will be forwarding your inquiry to one of our executives for further assistance.”