



MERCURIO MISURA Srl
CONSULENTI DI DIREZIONE, MARKETING & DIRECT MARKETING

CRM

(Customer Relationship Management)
in REAL ESTATE



*When Customers call us,
there is a risk of losing
them immediately...*

How long does it take to lose a Customer?

Very little, a few seconds. It's enough to use a mistaken word, method or attitude.

When a call or an e-mail by an interested Customer arrives, errors can be made without noticing.

- **What happens when a potential Customer tries to contact us?**
- **...and enquires for the price/square meter?**
- **How do we manage their call?**
 - ...should we fulfill their curiosity or offer to arrange a meeting?**
 - ...should we meet with anyone or only with targeted Customers?**
 - ...and how do we determine who might be a "targeted Customer" for our company?**

Despite huge investments in communication (advertising, posters, fliers, newspapers, etc.), often the first connection with the Client is managed by employees who are multi-tasking whilst taking the call and in that moment, might also be dealing with other matters: visiting a building site, negotiations, meetings, estimates preparation...

It is certain that enquires that are met with a hurried welcome and superficial information will result in poor efficiency: **despite best intentions, great opportunities for sales will be lost.**

Since 1958 Mercurio Misura has helped companies to improve their relationships with Customers, more recently we have specialised in Real Estate, working with prestigious companies and contributing to their success.

Over a period of 5 years we have perfected successful customer engagement methods that efficiently manage the Customers enquiries with satisfactory outcomes, including sales.



MERCURIO MISURA S.r.l

What we assure you

A wonderful Welcome!

→ Customer satisfaction from the very first contact

Collection of really important information

→ No waste of time

Creation of targeted meetings

→ Maximization of business potential

Retention of all Customers details

→ Creation of a future capital for the company



Our strengths

Professional skills in communication

→ Customer feels to be in the right place

Deep competences acquired in Real Estate market

→ Customer feels safe

Perfect organization

→ No waste of time: all information is acquired, and all business opportunity is taken.

[You can see our recent Real Estate Projects here.](#)



*“There is no second chance
to make a first impression”*

Oscar Wilde