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SUMMARY

Results-driven Sales Professional with 6+ years of experience in the real estate industry, specializing in strategic sales planning, business development, and client relationship management. Proven ability to drive revenue growth, lead high-performing sales teams, and close high-value deals. Expertise in market analysis, CRM (Salesforce), and negotiation strategies, ensuring seamless sales operations and customer satisfaction. Adept at building strong networks with developers, brokers, and key stakeholders to enhance business opportunities. Passionate about delivering exceptional client experiences and exceeding sales targets in dynamic, fast-paced environments.

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EXPERIENCE

December 2023 – Present

Manager-Sales, VTP Realty | Pune

- Develop and implement sales strategies to achieve business objectives.
- Analyse market trends, competitor activity, and customer needs.
- Manage sales pipeline, forecasting, and reporting.
- Ensure accurate sales data and Salesforce management.
- Build and maintain strong relationships with key customers.
- Build relationships with key stakeholders, including developers, brokers, and industry partners.
- Ensure proper utilization of CRM (Salesforce or similar) for tracking leads, sales conversions, and performance analysis.
- Foster long-term relationships with clients, ensuring high customer satisfaction and repeat business.
- Lead high-value negotiations, contract discussions, and ensure successful deal closures.

September 2019 – November 2023

Deputy Manager, Anarock Property Consultant Pvt Ltd | Pune

- Mentor & Motivate others team members to reach challenging goals, improving quality and performance.
- Worked collaboratively with team members, demonstrating strong communication and interpersonal skills.
- Empathetically listened to others, encouraging open communication and collaborative problem-solving.
- Proactively took on additional duties and responsibilities, demonstrating initiative and adaptability.
- Provided guidance and advice to clients on the best real estate investments.
- Negotiated with buyers and sellers to reach favorable agreements.
- Developed strategies to maximize profits for organization.
- Developed effective communication strategies for the team and with clients.
- Maintained up-to-date knowledge of zoning regulations, deed restrictions, and other legal requirements related to real estate transactions.
- Provided excellent customer service throughout all stages of a transaction including pre-listing consultation through post-closing follow-up.

SKILLS

SALES & BUSINESS DEVELOPMENT

- SALES STRATEGY & PLANNING
- BUSINESS DEVELOPMENT & EXPANSION
- LEAD GENERATION & CONVERSION
- MARKET RESEARCH & COMPETITOR ANALYSIS
- REVENUE GROWTH & PROFITABILITY

CLIENT & RELATIONSHIP MANAGEMENT

- CUSTOMER ACQUISITION & RETENTION
- KEY ACCOUNT MANAGEMENT
- BROKER & CHANNEL PARTNER MANAGEMENT
- STAKEHOLDER & DEVELOPER RELATIONS
- NEGOTIATION & DEAL CLOSING

OPERATIONS & CRM

- CRM MANAGEMENT (SALESFORCE, ETC.)
- SALES FORECASTING & REPORTING
- PIPELINE MANAGEMENT
- CONTRACT NEGOTIATION & DOCUMENTATION
- PROCESS OPTIMIZATION

SOFT SKILLS

- LEADERSHIP & TEAM MANAGEMENT
- COMMUNICATION & INTERPERSONAL SKILLS
- PROBLEM-SOLVING & DECISION-MAKING
- ADAPTABILITY & RESILIENCE

April 2019 - September 2019

Senior Relationship Manager, Proptiger.Com | Pune

- Developed and managed a portfolio of existing clients to ensure long-term customer relationships.
- Conducted regular meetings with customers to discuss their needs and provide tailored solutions.
- Collaborated with team members to find right products that fit the customer's requirements.
- Identified new business opportunities through market research and analysis.
- Negotiated purchase agreements and contracts with buyers and sellers.
- Generated leads through networking activities such as cold calls and referrals from past clients.
- Provided guidance to clients throughout the entire buying or selling process.

May 2017 - April 2019

Corporate Agency Manager HDFC Life | Pune

- Provided guidance and mentorship to team members on insurance related topics.
- Monitored daily performance of the team against established goals.
- Created monthly reports detailing team progress and results.
- Ensured compliance with company policies and procedures as well as applicable state regulations.
- Resolved escalated customer complaints through effective problem-solving skills.
- Established KPIs for each member of the team to measure performance against targets set by management.
- Reviewed weekly, monthly, quarterly sales figures to assess overall performance of the team against pre-defined targets.
- Developed and implemented corporate policies and procedures.

September 2015 - March 2017

Sourcing and Merchandizing Executive Trung Retail Pvt Ltd | Pune

- Located and vetted vendors, established good relationships and negotiated contracts.
- Ensure that having stock from for Top 20 and Top 100 Sourcing and building relationship with back-up suppliers
- Purchase & Order processing, also coordinate with SCM team
- Identify trends and changes for product in the market.
- Update the selling price/ buying price/ Back margin at any time
- Ability to work with other departments for smooth functioning: Operations, BD, Sales, Accounts, Customer Service

October 2013 - August 2015

Computer Operator and Programming Assistant, Rinder India Pvt Ltd | Pune

- Maintain Daily Inventory
- To update Daily Production & Rejection reports
- Manpower/Team Handling
- Monitored system performance, analyzed problems and provided solutions to technical issues.
- Performed data entry tasks, including updating customer information in databases.
- Assisted with research projects by gathering, analyzing, and summarizing data.
- Inputted customer data into computer database accurately and quickly.

October 2012 - October 2013

PASAA (Intern) National Institute of Virology | Pune

- Prepared, proofread, and edited correspondence, reports, spreadsheets, presentations, and other documents.
- Managed office supplies inventory by checking stock to determine inventory level; anticipating needed supplies; evaluating new office products; placing and expediting orders for supplies.
- Organized meetings and conferences by preparing agendas and making necessary reservations.
- Provided administrative support to program managers and staff, including scheduling meetings, managing calendars, coordinating travel arrangements and preparing expense reports.
- Provided accurate cash register operations, including accepting payments and providing change.

EDUCATION AND TRAINING

May 2019

Bachelor of Commerce | Marketing Management And Research
YCM, Pune, Pune

KEY ACHIEVEMENTS

- Star Achiever & Employee of the Quarter - JFM 2024
- Top Sales Performer - Leading sales for Simplex, Duplex & 4BHK in Earth One
- Incentive Rewards Winner - Amazon Vouchers for outstanding sales, March & October 2024
- Highest Revenue Generator - Fiscal Year 2024
- Zero Booking Cancellations - Fiscal Year 2024

CERTIFICATIONS

- Tally 9 ERP
- MSCIT
- COPA (1 Year Diploma)