

CURRICULUM-VITAE**Karan N. Shendge**

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Pune, Maharashtra, India | Nationality-India |

Date of Birth: 07<sup>th</sup> Feb,1987 |

Marital Status: Married |



To work in a challenging position for an esteemed organisation that provides the best opportunities to utilise my talent and leadership skills for professional and personal development.

Sales & Marketing Professional with 14+years progressive experience in the Real Estate (Residential & Commercial, Mumbai & Pune) catering to Individual & Corporate with organisations of high repute in India. Consistently maintained the reputation of achieving defined sales target and driving forward business growth.

**CORE COMPETENCIES:**

Business Planning	Business Advisor	New Business Set-up & Growth
Market Intelligence	P&L Management	Channel Sales, Alliances & Partnerships
Market & Competitive Analysis	Team Building & Leadership	Client Relationship Management

**May-23– till date****Puranik's builder Ltd,****As a Head of Sales, Marketing and CRM****Responsibilities:**

- Quarterly & annually targets in consultation with management.
- Oversee sales team to generate sales from existing customers, referral & develop new customers
- Ensuring smooth registration, training & brokerage disbursement for channel partners.
- Identify & Develop strategies to achieve high level ROI on sales activities in teams of leads through call, walk-in, closures
- Manage the entire sales team in achieving their targets
- Marketing campaigns idea generation
- Ensuring constant tracking and response to competitor activity, specifically for the operating micro-market and provide timely feedback as per market dynamics.
- Presented daily reports to – CSO (Daily Activity Ex. Media & Visit Report, Booking & Recovery Status and so on)
- Responsible for achieving sales target of Pune region by leading a sales Team of 15 Sales Managers, 7 Channel Sales Managers and 10 CRM CRM Executive.
- Execute as per the sales process/policies in order to meet the sales targets.
- Designing development and outreach activity for channels.
- Weekly basis reviews of Sales ,CRM And Sourcing team.

**Apr'23 – May'23**

**Yogesh Enterprises, Pune as VP Sales, CRM & Marketing**

**Job Description and Responsibilities:**

- Lead the department in formulation of strategy & business plan & preparation of budget for the entire sales team & CRM team in co-ordination directors of the company
- As a VP Sales I had handled all sites heads and CRM heads.
- Taking reviews of their performance based on teams work on weekly basis.
- Ensure CRM collection targets to generate required revenue
- Marketing campaigns idea generation

**Sep'20 – Mar'23**

**Goel Ganga Developments, Pune as Zonal Head of Sales & CRM**

**Job Description and Responsibilities:**

- Lead the department in formulation of strategy & business plan & preparation of budget for the entire sales team in co-ordination with top management
- Finalised the quarterly & annually targets in consultation with management.
- Oversee sales team to generate sales from existing customers, referral & develop new customers
- Ensuring smooth registration, training & brokerage disbursement for channel partners.
- Identify & Develop strategies to achieve high level ROI on sales activities in teams of leads through call, walk-in, closures
- Manage the entire sales team in achieving their targets
- Communicate new project opportunities to existing & potential clients
- Ensuring constant tracking and response to competitor activity, specifically for the operating micro-market and provide timely feedback as per market dynamics.
- Development and implementation of site plans and initiate BTL activities as required
- Maintains accurate records for activities conducted and meetings done.
- Recommending executing strategies to ensure uninterrupted walk-ins comprising of the right target group of customers for the specific project sites assigned, from various channels.
- Prepare and execute action plans for each allocated project for a weekly, monthly and quarterly basis in coordination with the Marketing team so that effective walk-ins and closures for the site is achieved
- Designing development and outreach activity for channels.
- Identify knowledge gaps, map & set trainings

**Feb 2016 To Sep 2020**

**Xrbia Developers Ltd Pune as AVP - Sales, Marketing and CRM**

**Job Description and Responsibilities:**

- As an AVP with Xrbia Developers Ltd
- I was responsible of Sales & Marketing of the various Real Estate Projects (Inventories) associated with the Company Mumbai & Pune through Direct Channel (DST) as well as a Channel Partner.
- Presented daily reports to – CEO (Daily Activity Ex. Media & Visit Report, Booking & Recovery Status and so on)
- Responsible for achieving sales target of Pune & Mumbai region by leading a sales Team of 5 Senior Sales Managers, 1 Channel Sales Manager and 15 Sales Executive.
- Coordinate with all the tele-callers to ensure good lead generation.
- Providing accurate & efficient project details to the Sales Team & Pre-sales Team.
- Execute as per the sales process/policies in order to meet the sales targets.
- Giving targets, training, and motivation to executives in my team.
- Maintaining Daily, Weekly and Monthly Sales Report.

**Awards & Achievements Rewarded by Xrbia developers pvt ltd for handling new project in Chembur.**

**Oct 2014 To till Feb 2016**

## India Homes. Com as Senior Sales Manager

### Job Description and Responsibilities:

- As a Senior Sales Manager of India Homes.com company I was responsible for Inventory, Sales (Flats) to the Company in Pune.
- Attending the walking clients, explaining the project and assisting in sample unit visit
- Making proper follow up, rate negotiation and closing the deals.
- Maintaining proper MIS and SAP entries.
- Participating in events and exhibition conducted by the company
- Monitoring the revenue generation and functioning of the company.
- Coordinate with all the tele- callers to insure good lead generation.
- Maintaining good relations with channel partners and generating business from them

### Awards & Achievements –

- Rewarded by India homes.com for the target of the year (2014 – 2015)
- Rewarded by India Homes.com for the target of the month of April 2015

### IHC Achievements –

- Have Done Sales 3.90 Lakhs Sqft area till date.
- Have 2-year experience in real estate sector.
- Have done good relation with major Channel partners in Pune.
- Participated in Mumbai activation.
- Good Exposure with pre- launch and launch activity of project.
- Exposure in various property expo and corporate activities.
- Have done training, development and grooming of new employees

### March 2011 To Oct 2014

#### Tirupati Realtors, Pune as Sales Manager:

- Acquire a Customer for Real Estate Sales.
- Sales & Marketing Strategies developments
- Attending clients on site and explain them about project, flat configurations, costing
- Closing the deal

### • EDUCATIONAL QUALIFICATIONS

- DIPLOMA IN CHEMICAL ENGINEERING (Mumbai University)
- Bachelor of Business Administration (BBA) D.Y. Patil University.

### MANAGERIAL RESPONSIBILITIES:

Managed a team of Manager-Sales, Assistant Managers-Sales and Pre-sales (people issues hiring, retention, performance management, etc.) Responsible for service delivery by a team on agreed key performance metric soft turnaround time, quality, etc.

### KEY SKILLS & COMPETENCIES:

Ability to attain targets, Analytical ability, Problem Solving Skills, Logical Ability, Documentation Skills, Judgments, Communication, Ability to get things done in a specific time frame, Cooperation, Initiative, Planning & Organising, Vision, Creativity, Embodying company policies, Human relations, Ability to develop subordinates, technical knowledge, Management Knowledge & Policy Knowledge.

### TECHNICAL COMPETENCIES:

- Worked extensively with ERP System, SFDC, SAP, SELL DO Application as well as STRATEGIC ERP, IN4VELOCITY ERP.
- Knowledge of functionalities in all mentioned above real estate software's.
- Ability to perform tasks on multiple computer applications.

**LANGUAGE PROFICIENCY:**

English, Hindi And Marathi

**LEISURE INTERESTES:**

Cricket

**DECLARATION:**

I confirm that the information provided by me is true to the best of my knowledge and belief.

**DATE: 28th May 2024**

**Karan N. Shendge.**