

ABHISHEK RANJAN

REAL ESTATE MANAGEMENT PROFESSIONAL

SUMMARY

Dynamic and results-driven Sales Manager with 6 years of experience in the real estate industry, specializing in high-value residential projects. Proven track record in leading sales strategies, driving revenue growth, and delivering exceptional customer experiences. Competent in managing end-to-end sales processes, from client acquisition to deal closure, with a strong ability to build and nurture strategic relationships with clients, channel partners, and presales teams. Expertise in market research, competitor analysis, and project launches, with a focus on exceeding sales targets and optimizing sales processes. Adept at mentoring sales teams, streamlining workflows, and ensuring seamless coordination for pre-launch and post-sales activities. Committed to providing top-tier client service and fostering long-term relationships to generate repeat business. Proficient in CRM systems, lead management, and delivering high-quality property presentations. Seeking to leverage a deep understanding of the real estate market to drive further success in a challenging sales leadership role.



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EDUCATION

B.Tech
Mech. Engineering
Rajasthan Technical University
2016

EXPERTISE

- Real Estate Sales Strategy
- High-Value Property Sales (₹1.25 Cr – ₹2.80 Cr)
- Customer Acquisition & Retention
- Real Estate Project Launch
- Customer Query Resolution
- Channel Partner Relations
- Market Analysis & Competitor Benchmarking
- CRM & Lead Management
- Negotiation & Deal Closure
- Project Launch Coordination
- Team Leadership & Mentorship
- Client Relationship Management
- Financial Consultation (Bank Sanctions, Payment Plans)
- Post-Sales Support & Query Resolution
- Project Connectivity Analysis
- Sales Process Management

EXPERIENCE

Manager – Sales & Customer Relations

Majestique Landmarks, Evolus & Marbella Projects / India / Since July 2023



- Led end-to-end sales processes for high-value real estate projects, with ticket sizes ranging from ₹1.25 Cr to ₹2.80 Cr, ensuring seamless customer experience from initial inquiry to final closure.
- Executed targeted customer sourcing strategies during project launches, collaborating with presales teams and directly meeting prospective clients to present detailed information about upcoming launches.
- Managed comprehensive sales lifecycle at the Evolus site, handling customer walk-ins, product presentations, negotiations, and deal closures, consistently exceeding sales targets.
- Developed and maintained strategic relationships with channel partners, providing detailed product briefs and motivating sales teams to enhance project visibility and sales volume.
- Conducted market research and project analysis, staying well-informed about future developments, project connectivity, and infrastructure upgrades to effectively communicate value propositions to clients.
- Coordinated pre-launch activities, working closely with presales teams to schedule customer meetings and generate interest in upcoming developments, increasing lead conversion rates.
- Mentored and guided junior sales staff, ensuring adherence to sales best practices, process optimization, and delivering excellent customer service to improve closure rates.

Sales Manager

Unique Properties / India / Jan-2023 to July 2023



- Led the closing process for high-ticket properties at Unique Utopia, with a ticket size ranging from ₹95 Lacs to ₹1.3 Cr, consistently achieving monthly sales targets.
- Engaged and nurtured potential clients by attending on-site walk-ins and providing personalized tours, demonstrating product value, and highlighting unique property features.
- Executed comprehensive follow-up strategies for walk-in leads, building strong relationships and securing bookings through consistent communication and persuasive selling techniques.
- Analysed and monitored competitor projects in the vicinity, providing insights to the sales team to optimize positioning and increase conversion rates.
- Collate with marketing teams to strategize lead generation and enhance customer outreach for ongoing and upcoming project launches.
- Maintained detailed client records and property updates in CRM systems, ensuring seamless communication and lead tracking to maximize sales opportunities.
- Delivered exceptional customer service during the entire sales cycle, from lead generation to post-booking support, ensuring client satisfaction and fostering long-term relationships.
- Identified market trends and client preferences to adapt sales pitches and drive successful closure rates in a competitive real estate environment.

EXPERIENCE CONT

Assistant Sales Manager

Kohinoor Group / India / Nov. 2021 to Dec-2022



Projects: Viva City (Dhanori), Sapphire 3 (Tathawade), Courtyard One (Wakad), Kohinoor Kaleido (New Kharadi)

- Spearheaded successful project launches, driving sales strategies and customer acquisition for high-value real estate projects.
- Negotiated and closed sales contracts, ensuring alignment with client needs and legal compliance, achieving high client satisfaction.
- Conducted detailed property walkthroughs, showcasing features and value propositions, converting prospects into loyal clients.
- Managed the full sales cycle, from initial inquiry to booking, utilizing ERP systems to capture accurate client information and streamline sales operations.
- Provided expert consultation on financial aspects, addressing queries related to bank sanctions, payment plans, and agreement statuses, ensuring smooth transaction processes.
- Developed and maintained strong client relationships through prompt query resolution, delivering superior customer experience.
- Connected with internal teams to optimize sales processes, leading to an increase in booking efficiency and faster turnaround times.

Senior Associate – Sales & Client Relations

ANAROCK

Anarock Property Consulting Pvt Ltd / India / Feb 2021-Oct 2021

- Developed Strategic Channel Partner Relationships to drive customer walk-ins and maximize property visibility across projects like Goel Ganga Town Waghali (Row Houses), Goel Ganga Altus Kharadi (Apartments), and Palladium Plus Dhanori (Apartments).
- Led Client Relationship Management efforts by conducting follow-ups, delivering customized product presentations, and ensuring timely communication to address all client inquiries and concerns.
- Negotiated and Executed Sales Contracts, managing the entire sales cycle from initial client engagement to final deal closure, ensuring alignment with client needs and contractual terms.
- Closed High-Value Real Estate Deals through effective client engagement strategies, addressing objections, and delivering comprehensive market insights, achieving revenue and sales targets.
- Provided Post-Sales Support, fostering long-term relationships with clients, ensuring satisfaction, and generating repeat business and referrals.

Assistant Sales Manager

Corazon Homes / India / July 2019- Jan 2021

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CORAZON

- Established and nurtured relationships with leading developers such as K. Raheja, Godrej, VTP, and Goel Ganga Group, ensuring long-term partnerships and repeat business.
- Executed over 100 daily outbound calls, achieving a consistent conversion rate of 10%, resulting in increased property sales.
- Delivered engaging property presentations to prospective clients, effectively showcasing properties that met their specific requirements.
- Collaborated closely with clients to identify their needs, budget constraints, and preferences, matching them to suitable properties from the company's portfolio.
- Negotiated and finalized sales contracts, ensuring all client questions were answered thoroughly to provide clarity and build trust.
- Addressed and resolved client queries regarding property agreements and fund disbursement processes, providing seamless customer service and enhancing client satisfaction.
- Exceeded sales targets by proactively managing the sales pipeline, from lead generation to deal closure, while maintaining compliance with company policies and legal regulations.

Sales Executive

360 Realtors / India / July 2018-June 2019



- Spearheaded sales for premium residential real estate projects in collaboration with top builders like Godrej, VTP, and Kolte-Patil, driving a significant increase in project revenue and achieving monthly sales targets.
- Developed and executed strategic sales plans to attract and engage international and local clientele, effectively converting leads into closed deals.
- Led property presentations and site tours, showcasing premium real estate projects to potential buyers and delivering exceptional client experiences.
- Negotiated and finalized high-value sales contracts, ensuring compliance with legal and financial requirements while securing optimal terms for clients.
- Conducted in-depth market research and competitive analysis to identify market trends and capitalize on new business opportunities in the real estate market.
- Managed relationships with key stakeholders and built rapport with high-net-worth individuals, corporate clients, and channel partners to drive sales growth.
- Optimized the sales process by ensuring prompt follow-ups with leads and clients, improving the overall client journey and enhancing sales efficiency.
- Monitored and analyzed client feedback to improve service quality and align real estate offerings with client needs and preferences.
- Exceeded individual and team sales targets consistently by leveraging effective communication, presentation skills, and relationship management.
- Utilized CRM systems to maintain accurate records of client interactions, sales performance, and market data for reporting and strategy development.
- Ensured compliance with all sales protocols, regulatory requirements, and financial policies throughout the sales cycle.

PREVIOUS EXPERIENCE

Business Development Executive

Nuevas Technology & Management / India / Nov 2017-July 2018



PROFESSIONAL ATTRIBUTES

- Expertise in monitoring KPIs and creating actionable support that provide insights to leadership for informed decision-making.
- Ability to convey information clearly and effectively across multiple channels.
- Patience and resilience in handling challenging customer interactions.
- Empathy and active listening skills to understand and address customer needs.
- Strong analytical and problem-solving abilities, with a keen attention to detail and accuracy.
- Ability to work independently or as part of a team
- Strong analytical and problem-solving abilities, with a keen attention to detail and accuracy.
- Excellent communication skills, both verbal and written, enabling effective collaboration with cross-functional teams and providing exceptional customer service

TECHNICAL PROFICIENCY

- Operating Systems: All Windows Environment
- Internet Tools: MS Office (Word , Excel , Power Point ,Outlook)
- Programming: 'C' Language
- Other Tools: AutoCad, SAP and PLM Software

PERSONAL INFO

Nationality: Indian

Married: Single

Hobbies: Travelling , Photography, Movies, Music, Cricket

Language: Hindi, English, Bhojpuri