

Contact

Flat No.1 Shallom Villa, Near
Shivsagar Restaurent, Vishal Nagar,
pimple Nilakh, Pune - 411027
9921218687 (Mobile)
avhadp@gmail.com

www.linkedin.com/in/prashant-avhad-64a11a63 (LinkedIn)

Top Skills

Real Estate Marketing
Real Estate Investment Consulting
Marketing Communications

Languages

Marathi (Professional Working)
English (Professional Working)
Hindi (Professional Working)

Certifications

The Fundamentals of Digital
Marketing
AMCAT Certified Data Processing
Specialist

Prashant Avhad

Assistant Sales Manager at Kohinoor Group
Pune

Summary

An accomplished professional targeting assignments in Marketing, Business Development, Brand Management & Product Launches across diverse industries.

Experience

Kohinoor Group Pune
Assistant Sales Manager
November 2021 - Present
Pune, Maharashtra, India

- * Responsible for generating business with New / Existing customers.
- * Building and maintaining networks with customers and channel partners respective sales vertical.
- * Sound technical knowledge in terms of the product and pricing bands, possess knowledge on area calculation and other technicalities related to building construction.
- * Attending daily walk-ins on site and Deliver an excellent customer service experience.
- * Achieving the targeted sales conversion percentage.
- * Developing a robust customer follow-up system to ensure to close sales.
- * End to end completion of booking process with no pendencies with collection of initial booking amount.
- * Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence.
- * Increasing business opportunities through various market strategies.

Lodha

Sales Executive
July 2021 - October 2021 (4 months)
Pune, Maharashtra, India

- * Responsible for driving residential sales through Channel Partners residential projects.
- * Identification of Channel Partners, Realty Brokers, Franchises and signing them up to generate business for the organisation.

- * Identify good channel partners in the market, connect on regular basis and promote our projects to them.
- * Carrying out pre sales promotional activities to ensure accomplishment of projected sales targets.
- * Launching new CP initiatives and schemes in coordination with Marketing.
- * Innovation and execution of various lead generation activities.
- * Developing marketing & sales strategies to build consumer preference and drive volumes.
- * Contact potential and existing clients to understand and quantify their requirements and budgets.
- * Preparing weekly, monthly MIS of walk-ins, client database.

MDN Properties LTD

Assistant Sales Manager

August 2020 - June 2021 (11 months)

Pune, Maharashtra, India

* Finding Clients

Cold-calling, following up on leads, advertising and making business presentations to investor clubs and other interested groups.

* Conducting Research

To keep a close eye on available real estate and also pay attention to market trends, demographics and other information that affects the buying and selling process.

* Building Relationships

To better serve the clients, discuss with them about their needs. To learn about their likes and dislikes, help them with financing concerns and answer any questions about the buying process. Schedule a site visits with clients.

Lifestyle International Pvt Ltd

Area Executive

December 2017 - April 2020 (2 years 5 months)

Pune

- * Managing all the private brands of lifestyle in their distribution channel in Maharashtra, Madhya Pradesh and Gujrat
- * Administering entire gamut of sales operations, supervising store performance, maintaining optimum stock levels, visual merchandising and ensuring design & implementation of retail outlets for maintenance of a high-end store image.
- * Managing and Recruiting a floor staff, provide them training about the product to achieve the sales targets.

- * Working with the team of professionals to design SOP for the company and evaluating the need of amendments as and when required
- * Conducting competitor's analysis of various product categories; monitoring the cost impacts on profitability of the entire product range
- * Mentoring & training field functionaries to ensure sales and operational efficiency; imparting trainings to the members on all areas of retail operations- product, customer service, and so on.

Reliance Brands Limited

Section Supervisor (team leader)

October 2013 - December 2017 (4 years 3 months)

Pune

- * Analyzing trends, adhering to forecasts, and conducting market penetration & market intelligence;□
gathering buyer's requirements and developing samples accordingly.
- * Directing marketing activities across the channel of distribution and coordinating product promotions
& other events; conducting product demos for clients/channel partners to build product knowledge,
ensure penetration and ramp-up business.
- * Supervising activities engaging creating initiatives, designing events, planning merchandising and
executing these marketing events for increasing sales drive.
- * Implementing sales promotion plans and to generate increased sales for achievement of sales targets;
analyzing business & market information by collating and analyzing sales figures, sales performance to
manage revenue, volume and value target and the impact of financials on margins & pricing.
- * Maintaining buying and replenishment activity with effective space management, share of shelf, gate keeper margins, range rationalization and purchase budgets as a part of category management.
- * Working towards the communication for brands which includes all below the line activities
including outdoors publicity, event & promotions, product launch & retail visibility.

Raymond Limited

Retail Management Trainee

June 2012 - June 2013 (1 year 1 month)

Pune

- * Planned the process effectively with overall responsibility for maintaining various process metrics.
- * Executed promotions while ensuring strict adherence to compliance procedures at all times.
- * Initiated measures to maximize customer satisfaction levels through better sourcing and range rationalization; created better visual merchandising impact for meeting business goals.
- * Controlled inventory levels as per set department norms while administering the store staff.
- * Formulated & maintained daily operational reports.

Education

Dr. Vikhe Patil Foundation's Pravara Center for Management and Research Development, Pune.

Master of Business Administration (MBA), Marketing · (2010 - 2012)

KTHM College, Nashik.

Bachelor of Business Administration (BBA), Marketing · (2007 - 2010)