

# JYOTI RAJ VARMA

## PROFESSIONAL SUMMARY

Dynamic and goal-oriented Real Estate Manager with a strong background in property sales, team management, and client servicing. Skilled in handling residential and commercial real estate operations, driving sales performance, managing launches, and developing strategic marketing plans. Proven ability to lead teams, close high-value deals, and build lasting relationships with clients and channel partners.

## WORK HISTORY

### SALES MANAGER 12/2024 to Current

**Sheth Realty**, Mumbai, India

- Lead, train, and motivate the sales team to achieve targets
- Develop and implement effective sales strategies and plans
- Oversee lead generation, client meetings, site visits, and deal closures
- Ensure high levels of client satisfaction and relationship management
- Coordinate with marketing, CRM, and legal teams for smooth sales operations
- Monitor market trends and competitor activity
- Prepare sales reports and forecasts for senior management
- Drive sales through channel partners, brokers, and direct sales
- Led high-performance sales teams, ensuring achievement of targets.

### SALES MANAGER 05/2024 to 11/2024

**ANAROCK Property Consultants**, Mumbai, India

- Managed on-site evaluations, internal audits and customer surveys.
- Conducted detailed market analysis to identify new opportunities.
- Achieved increased customer satisfaction by implementing innovative sales strategies.
- Evaluated sales and service processes to generate targeted improvement strategies and increase revenue opportunities.

### SR. EXECUTIVE 03/2022 to 04/2024

**Ajmera Realty Infra India Ltd**, Bhakti Park, Wadala, Mumbai, India

- Conduct client meetings and site visits
- Explain project details, pricing, and payment plans to customers
- Negotiate deals and close sales
- Maintain relationships with existing clients for referrals and repeat business
- Coordinate with CRM and documentation teams for post-sale processes
- Stay updated on market trends and competitor offerings

### ASSISTANT FLOOR MANAGER 01/2009 to 05/2011

**Lodha (3rd Party Payroll)**, Thane, India

- Supervise and coordinate daily activities of the sales team on the floor.

- Allocate leads, ensure timely client follow-ups, and monitor site visits.
- Maintain discipline, professional conduct, and high service standards on the floor.
- Act as the first escalation point for client queries during walk-ins or visits.
- Support sales managers by tracking team performance and reporting progress.

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**SKILLS**

- Persuasive negotiations
- Profit and revenue-generating strategies
- Sales pipeline management
- Lead generation
- Sales office management
- Market intelligence
- Sales and market development
- Sales training
- Business development
- Presentations and proposals

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**EDUCATION**

**Amity University** , Mumbai  
**BBA**, Bachelor Business Administration , 02/2023 to In Progress

**RGS English High School** , Ulhasnagar  
Maharastra Board Commerce, 06/2011

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**CERTIFICATIONS**

- Best Sales Performer of the Quater
- Sales Champion
- Award-wining Performance

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**LANGUAGES**

English:  
 Advanced  
English, Hindi, Punjabi, Marathi, & Sindhi.