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Pune, INDIA 

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5 Years 4 Months of experience 

Prathamesh Sugate

Head CRM

PROFILE SUMMARY

With over 5.5 years of expertise in real estate CRM, I excel in utilizing software for process automation and optimizing operations. I provide customized assistance to enhance customer satisfaction and retention. Skilled in leading teams to exceed targets, I specialize in fostering collaborative and result-oriented environments. My proficiency lies in delivering tailored solutions to drive operational efficiency and business growth, ensuring a competitive edge in the real estate industry.

WORK EXPERIENCE

Head CRM

Garve Group

05-2022 - Present

- Oversee the APF (Approved Project File) process for home loans across multiple nationalized and private banks, ensuring streamlined operations and timely approvals.
- Plan and monitor monthly collection targets to ensure prompt demand realization, optimizing cash flow management.
- Set and track targets for agreement execution in alignment with project timelines, achieving a consistent track record of meeting deadlines.
- Coordinate with finance teams to reconcile sales accounts, ensuring accuracy and efficiency in financial transactions.
- Lead, train, and mentor the CRM team to accomplish agreement execution and recovery goals.
- Supervise and optimize the possession handover process for existing customers, enhancing customer satisfaction and retention rates.

KEY SKILLS

Communication

Marketing

Presentation Skills

Problem Solving

Leadership

Organization Skills

Interpersonal Skills

Negotiation Skills

Team Skills

Problem Analysis

Planning

Management

Communication Skills

LANGUAGES

English

Marathi

Hindi

★ HIGHLIGHTS

Have experience of Executing 600+ Agreement

Have Recovery Record of 250+ crores

CRM Manager

Garve Group

06-2020 - 04-2022

- Executed post-sales servicing activities including agreement execution, demand letter generation, and follow-up with bankers and customers for payment collections.
- Streamlined communication with the legal team to ensure timely agreement execution.
- Oversaw the completion of necessary documents for housing loans.
- Coordinated seamlessly with the accounts team to ensure successful transaction completion.
- Facilitated the final property handoff to the buyer upon possession, ensuring a smooth transition.

EDUCATION

MBA/PGDM - Marketing

2020

MITCON Institute of Management, Pune

Grade - 71%

B.Tech/B.E. - Civil

2018

Pune University

Grade - 76.62%

Class X

2012

Maharashtra, English

Marks - 65-69.9%