

PUSHPAM UPADHYAY

SENIOR SALES EXECUTIVE



CONTACT

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EDUCATION

2022 - 2024

RAMACHANDRA INSTITUTE OF
MANAGEMENT- MBA

2019- 2022

UNIQUE COLLEGE, BARKATULLAH
UNIVERSITY- BBA

2018- 2019

KOPAL HIGHER SECONDARY
SCHOOL, BHOPAL

2017- Senior Secondary
SHARDA VIDYA MANDIR, BHOPAL

SKILLS

- Channel Partner Management
- Lead generation
- Sales Strategy Development
- High Value Deal Closing
- Market research
- Negotiation Expertise
- Customer Relationship Management

PROFILE

Highly accomplished Senior Sales Executive in luxury real estate, driving business growth through strategic channel partner development, lead generation, and conversion. Proven track record of delivering exceptional results in high-end projects, with expertise in relationship management, negotiation, and closing deals. Skilled in navigating complex sales environments, building strong networks, and exceeding sales targets.

WORK EXPERIENCE

Godrej Properties Limited

 Indore

FEB'25 - PRESENT

Senior Sales Executive

- **Channel Partner Development:** Successfully activated and managed channel partners in Gurgaon, Noida, Nagpur, Pune, and Indore for prominent Godrej projects, including Kalyan Godrej Rivera and Godrej City Panvel.
- **Lead Generation and Conversion:** Achieved significant lead generation milestones with 25+ Expressions of Interest (EOIs) and 15+ successful conversions for Kalyan Godrej Rivera and Godrej City Panvel projects.
- **Project Management:** Effectively handled Relationship Channel Partner (RCP) management for Godrej Green View project in Indore, driving business growth and partner engagement.
- **Luxury Segment Expertise:** Demonstrated proficiency in handling high-value projects, including Godrej Eternal Palms in Navi Mumbai (Sanpada), with ticket sizes exceeding ₹6 Crores and securing 2 Expressions of Purchase (EOPs).
- **Key Highlights:**
 - 22+ EOIs generated for Godrej Green View project and 18+ deals closed
 - Successful channel partner activation across multiple locations
 - Proven track record of lead generation and conversion in competitive

Shapoorji Pallonji Real Estate

 Pune

OCT'23 - NOV'24

Sales Executive

- Spearheaded the activation of 28 new channel partners, significantly expanding market reach and penetration.
- Conducted comprehensive market research to identify high-potential targets and sales opportunities.

- Developed and implemented compelling Unique Selling Points (USPs) and incentive programs to drive partner engagement and activation.
- Successfully generated 130 walk-ins for the luxury segment, resulting in the closure of 10 high-value deals worth ₹26 crore in revenue.
- Executed highly successful Below-The-Line (BTL) campaigns across multiple regions, boosting project visibility and walk-in generation.
- Proactively identified new sales opportunities through strategic outreach and partner engagement initiatives.

The Outlook Group

 Pune

Marketing and Sales Intern

- Conducted market research to identify target customers.
- Contributed to the maximization of sales for the company.
- Learned about some topics such as CRM, Product and Brand Management, and Data Visualization.
- Build and maintain customer relationships through effective communication.
- Duration: 2 months.
- Tasks Undertaken and Learning.

Benchmark wedding and event planners

 Bhopal

SEP'21-MAY'22

Event Coordinator

- Welcomed and attended to guests' needs, ensuring exceptional service.
- Coordinated with various department managers to deliver seamless experiences.

New Shri Hari Motors

 Bhopal

APR'19-MAR'21

Sales Executive

- Lead generation
- Conducting market research to identify selling possibilities and evaluate customer needs.
- Actively seeking out new sales opportunities through cold calling, networking and social media.

CO-CIRRICULM

- Placement Cell coordinator during MBA
- Volunteer at EDUYOUTH 2024
- Cultural Committe Member during Graduation

CERTIFICATIONS

- Certification of Sales and Negotiation Skills
- Certification of Digital Marketing
- Bunniess Analytics Certificate

PERSONAL DETAILS

- DOB: 06-March-2001
- Hometown: Bhopal, MP