

Job Title: Marketing Executive (Real Estate Sales)

Role Overview

We are looking for a high-energy, result-oriented Marketing Executive to drive property sales and enhance our brand presence. The ideal candidate will be an MBA graduate who understands the psychology of high-ticket sales and can manage the journey from "Lead Generation" to "Closing." You will be responsible for identifying potential buyers, conducting site visits, and maintaining a robust sales pipeline.

Core Responsibilities

1. Lead Generation & Market Outreach

- **Inbound & Outbound:** Follow up on leads generated through digital marketing, property portals (99acres, Magicbricks), and walk-ins.
- **BTL Activities:** Organize and manage local marketing activities, including canopy setups, corporate presentations, and channel partner meets.
- **Market Intelligence:** Conduct regular competitor analysis (pricing, amenities, and offers) to ensure our project remains the preferred choice in the micro-market.

2. Sales Execution & Site Management

- **Direct Sales:** Conduct professional site presentations and "show-flat" tours, highlighting the USP (Unique Selling Points) of the property.
- **Customer Relationship Management (CRM):** Meticulously update the CRM software with lead status, follow-up notes, and conversion timelines.
- **Negotiation:** Handle price negotiations and payment plan discussions within the company's authorized framework.

3. Channel Partner (Broker) Management

- Build and maintain a strong network of real estate consultants and brokers.
- Educate partners on project details, commission structures, and latest inventory availability.
- Coordinate "Channel Partner Meets" to drive bulk bookings.

4. Post-Sales Support

- Assist clients through the documentation process, including booking forms and initial payment collections.
- Maintain a relationship with existing buyers to encourage "Referral Sales"—one of the most effective tools in real estate.

Requirements & Qualifications

- **Education: MBA in Marketing or Sales** (Mandatory).
 - **Experience:** * 1–3 years of experience in Real Estate Sales/Marketing.
 - **Priority Clause:** Candidates with prior experience in luxury residential or commercial sales, or those who have undergone specialized Real Estate Sales training, will be given immediate priority for the interview.
 - **Communication:** Multilingual proficiency (Local language + English/Hindi) to build rapport with diverse clients.
 - **Attributes:** High emotional intelligence, grooming standards, and a "never-give-up" attitude.
 - **Mobility:** Must have a personal vehicle for site visits and client meetings.
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Key Performance Indicators (KPIs)

- **Lead-to-Site Visit Ratio:** Success in converting a phone inquiry into a physical site visit.
- **Sales Conversion:** Achieving monthly and quarterly booking targets.
- **Pipeline Health:** Maintaining a consistent number of "hot" and "warm" leads.

