

## **AGM/DGM - Sales**

### **Job Description-**

#### **Job Summary**

§ Candidate manages sales of the company's products and services in within a defined Residential/commercial project/s.

§ Ensures consistent, profitable growth in sales revenues through positive planning, deployment and management of sales personnel. Identifies objectives, strategies and action plans to improve short- and long-term sales and earnings.

#### **Key Roles and Responsibilities**

##### **Strategic Focus**

§ Develop Maestro Realtek sales strategy for Increase in market share of Given Project/s

§ Identify channels for direct sales based on existing synergistic lines of business to increase the market share

§ Formulates all sales policies, practices and procedures.

##### **Operational Focus**

§ Performs sales activities on major accounts and negotiates sales price and discounts in consultation with Business head

§ Define and implement sales processes and Referral development processes

§ Accurately forecasts annual, quarterly and monthly revenue streams.

§ Provides quarterly results assessments of sales staff's productivity.

§ Coordinates proper company resources to ensure efficient and stable sales results.

§ Assists sales personnel in establishing personal contact and rapport with top echelon decision-makers.

§ Oversee lead management process, Customer communication management, Payment Management processes

§ Monitor and improve Leads generated to conversion ratio

§ Achieve the set Monthly and Quarterly targets of project and And healthy conversion ration from walkin to booking

## **People Focus**

- § Recruit, develop and retain staff, partnering with Human Resources.
- § Responsible for managing his/her team by enforcing HR policies and procedures
- § Supervise and manage the performance of the team, ensure annual appraisals and informal performance reviews
- § Coach, mentor, motivate and supervise project team members / contractors and for successful project delivery
- § Identify training needs for the team
- § Responsible to counsel and retain the top/ critical talent and keep the attrition rate low

## **Education and Experience**

- § Masters in Business Administration (MBA) with Marketing specialization from recognized university
- § Minimum of 10 years of experience with at least 5 years in Real Estate Industry with desired experience of leading a team of at least 5+ members.

## **Leadership Competencies and Skills**

- § Adaptable to work culture of a fast growing organization
- § Good interpersonal and customer facing skills, able to empathize, maintain professionalism, display patience and politeness within a sometimes pressurized environment
- § Good team working skills and ability to work with minimal supervision
- § Good oral communication skills. Ability to communicate with both customers and colleagues at all levels of seniority