

# MANISH SAGAR

SR.MANAGER SALES &  
MARKETING

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EMAIL | VISIT.SAGARMANISH@GMAIL.COM  
LOCATION | Agra, INDIA  
EXPERIENCE | 16 Years 0 Month

## Key Skills

- Direct Sales
- Sales Planning
- Negotiation
- Marketing Research
- Marketing
- Business Development
- Channel Management
- Revenue Generation
- Lead Generation
- Sales Promotion
- Product Promotion
- Client Acquisition
- Product Development
- Client Relationship Management
- Team Leadership
- Sales Forecasting
- Strategic Marketing Planning
- Performance Management
- Strong Analytical Problem-Solving Skills
- Time Management
- Sales Strategy Development
- Client Acquisition Manager
- Client Handling
- Customer Retention
- Communication Skills

## Certification

- Managerial Training In HMPI Institute Pune

## Languages

- English
- Hindi
- Marathi

## Profile Summary

Highly accomplished Sales & Marketing professional with over 16 years of progressive experience in the real estate sector. Proven ability to drive revenue growth, lead high-performing teams, manage channel partners, and execute strategic marketing initiatives. Adept at negotiation, sales forecasting, and aligning marketing strategies with business goals. Seeking a senior leadership role to leverage my expertise in property sales, client acquisition, and brand positioning.

## Work Experience

**Sr.Manager Sales & Marketing**  
Rajdarbar Realty ( Rajdarbar group)  
07/2022 - Present

- Analyze market trends and competitors activities, adjusting sales strategies as needed to maximize performance and achieve market share.
- Develop and implement sales strategies to achieve company objectives.
- Monitor sales team performance, track key metrics, and identify area of improving.
- Sales reporting & Forecasting, and performance analysis to senior management.
- Build and maintain strong relationships with clients, ensuring their needs are met and providing excellent customer service.
- Negotiate deals with clients, ensuring favorable terms and closing sales effectively.
- Developing channel partners as Business Associates to achieve sales target.
- Coordination with banks for project financial approval.
- Managing marketing campaigns budget and resources.
- Meeting or exceeding assigned sales targets for residential and commercial properties.
- Implementing strategies to generate high-quality leads and converting them into sales.
- Developing and executing marketing plans to promote

## Custom section

- **Marketing Campaign Success**

Successfully led multiple marketing campaigns that significantly improves brand visibility and sales performance

## Social links

- <https://www.linkedin.com/in/manish-sagar>

Rajdarbar Realty's projects and brand.

### Manager Sales and Marketing

Investors Clinic

02/2017 - 06/2022

- Responsible for generating business for the company.
- Generate Reference for existing clients.
- Maintaining data tracker and report regularly.
- Coordination with clients as per requirement.
- Delivering sales pitches confidently.
- Leading, motivating, and mentoring a team of sales and marketing .
- Setting performance goals, providing regular feedback, and conducting performance reviews.
- Managing marketing budgets effectively and efficiently.
- Organizing and executing marketing events to promote properties and generate leads.

### Sr. Marketing Manager

Yesmeonline ( Real estate Search Engine)

12/2014 - 01/2017

- Lead sales and marketing operations for an online real estate platform.
- onboarded and managed relationships with builders and developers
- Developed strategic marketing campaigns to drive traffic and increase brand visibility.
- Handled B2B sales for premium listing packages.
- Conducted market research for new opportunities in real estate.

### Project Associate

Hardicon Ltd

08/2012 - 09/2014

Public sector company focused on Financial services & tranning and skill development programmes.

- Coordination with government authorities for project execution.
- Mobilized and interviewed candidates for skill development schemes
- Managed tranning operations and assessment under scheme.

### Manager

Khadi and Village Industries Commission (KVIC)

11/2010 - 01/2012

Managed showroom retail sales and customer service operations.

#### **Supervisor**

Shree vallabh gram udyog Handmade small industries  
04/2007 - 03/2008

Government funding small industry involved in handmade paper & products.

- Oversaw handmade paper production and quality control.
- Managed sales and ensured product delivery in government sector & psu.

#### **Sr. sales executive**

Pushpanjali Constructions  
02/2005 - 12/2006

A construction company dealing with residential and commercial properties

- Managed customer inquires for property sales
- Coordinated property site visits and sales presentations
- Maintained follow - ups for lead conversation.

### **Education**

#### **MBA/PGDM - Marketing**

2010

Uttar Pradesh Technical University (UPTU)

#### **B.Sc - Maths**

2006

Dr. Bhimrao Ambedkar University (DBRAU) (Formerly Agra University) , Agra

Grade - 52%

### **Projects**

#### **Project Associate skills development & PMEGP program bharatpur district**

396 Days

Skills development training program for sc , St candidate through PMEGP scheme