

# Advaithaa Infra – Job Description

## Sales & Marketing Manager

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**Department:** Sales & Marketing

**Reports To:** Managing Director / Head – Business Development

**Location:** Corporate Office (with project site presence as required)

**Employment Type:** Full-time

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## 1. Role Overview

The **Sales & Marketing Manager** drives overall sales performance, brand strategy, and customer engagement across Advaithaa Infra's portfolio of real estate projects, including open plotting, residential development, and joint ventures. This role demands a strategic leader capable of building and managing high-performing teams, enhancing brand presence, converting leads into confirmed bookings, and maintaining market competitiveness. The position is essential for achieving revenue targets while upholding Advaithaa Infra's core values of **Integrity, Commitment, and Growth**.

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## 2. Key Responsibilities

### A. Sales Leadership and Team Management

- Lead, mentor, and motivate the sales team to achieve revenue and booking targets across all projects
- Develop and execute comprehensive sales strategies aligned with project phases and market conditions
- Drive conversion of qualified leads into confirmed bookings through effective follow-up and relationship management
- Supervise site visits, client meetings, negotiations, and deal closures to ensure quality and compliance
- Maintain accurate and updated sales MIS, lead trackers, and CRM data for real-time performance monitoring
- Work closely with Accounts and Legal teams for agreement execution, documentation, and payment processing
- Establish and monitor individual and team KPIs (conversion rates, average deal value, booking cycle time)

- Conduct regular training and development for sales team members on product knowledge, sales techniques, and client management

## **B. Sales Strategy and Market Intelligence**

- Analyze market trends, competitor projects, customer preferences, and pricing strategies to inform sales approach
- Design project-specific pricing structures, promotional offers, and incentive programs to maximize sales
- Track competitive landscape and adjust strategies to maintain market positioning
- Prepare sales forecasts, targets, and performance analysis for management review
- Identify new market segments, customer profiles, and untapped sales channels

## **C. Marketing and Brand Strategy**

- Plan and execute integrated marketing campaigns across digital, print, outdoor, and experiential channels
- Manage branding and visibility at project sites, sales offices, and marketing events
- Organize events, investor meets, property expos, and project launches to generate qualified leads
- Oversee creative development including design, content, photography, and video for marketing materials
- Collaborate with digital marketing team for social media, SEO, Google Ads, and online reputation management
- Track marketing ROI, lead cost, and campaign effectiveness; optimize spending for maximum conversion
- Develop content marketing strategies including case studies, testimonials, and project showcases

## **D. Channel Partner and Relationship Management**

- Build and maintain strategic partnerships with channel partners, brokers, and referral networks
- Establish channel partner recruitment, training, incentive, and performance management systems
- Provide sales enablement tools, training, and marketing support to channel partners
- Manage channel conflict and ensure fair territory and lead distribution
- Monitor and reward top-performing partners with incentives and recognition
- Ensure professional and ethical communication at every stage of the sales process

## **E. Customer Relationship and Post-Sale Engagement**

- Ensure professional, transparent, and courteous client communication throughout the sales journey
- Maintain post-sale engagement for smooth documentation, possession, and handover
- Implement and manage referral programs to leverage satisfied customers for new business
- Address and resolve customer grievances promptly and professionally
- Build long-term relationships for repeat purchases and referrals

## F. Strategic Planning and Reporting

- Prepare comprehensive monthly and quarterly reports on sales performance, market analysis, and business outlook
  - Coordinate with Project and Finance teams to align marketing timelines with project delivery schedules
  - Submit weekly performance dashboards tracking leads, conversions, revenue, and KPIs
  - Prepare budgets for sales and marketing activities and manage expenditures efficiently
  - Conduct competitive analysis and provide recommendations for strategic improvements
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## 3. Key Skills and Competencies

- **Sales Expertise:** Deep understanding of real estate marketing, open plotting, residential project sales, and customer psychology
- **Leadership:** Excellent ability to lead, motivate, and develop team members; proven track record of building high-performing teams
- **Strategic Thinking:** Ability to develop data-driven sales and marketing strategies; identify market opportunities and risks
- **Negotiation:** Strong negotiation and closing skills; experience in contract negotiations and deal management
- **Communication:** Excellent verbal and written communication skills; ability to present to diverse audiences (clients, partners, management)
- **Analytical Skills:** Strong proficiency in data analysis, market research, and KPI tracking; ability to interpret metrics and draw insights
- **Technical Proficiency:** Proficiency in CRM software, MS Excel, digital marketing platforms, and marketing automation tools
- **Customer Relationship Management:** Strong interpersonal skills with ability to build and maintain relationships with clients, partners, and team members
- **Problem-Solving:** Proactive approach to overcoming challenges; ability to adapt strategies based on market feedback

- **Project Coordination:** Ability to coordinate across departments (Legal, Accounts, Project, Marketing) for seamless execution
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## 4. Qualifications and Experience

- **Education:** Bachelor's degree in Business Administration, Marketing, Commerce, Engineering, or related field
  - **Advanced Education (Preferred):** MBA/PGDM in Marketing, Sales, Real Estate Management, or Business Administration
  - **Experience:** 6–10 years in real estate or infrastructure sales and marketing, with minimum 3 years in managerial capacity
  - **Track Record:** Proven success in achieving project-based revenue targets, managing sales budgets, and growing market share
  - **Language Skills:** Fluency in English is mandatory; knowledge of Telugu and Hindi is preferred
  - **Project Type:** Prior experience with open plotting, residential projects, and multi-phase developments preferred
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## 5. Work Conditions and Growth Opportunities

- **Work Schedule:** Monday to Saturday (2nd and 4th Saturday Half days); flexibility for site visits and events as required
  - **Location:** Corporate Office, Hyderabad with regular project site presence
  - **Travel:** Occasional travel to project sites for launches, events, and market engagement
  - **Career Progression:** Eligible for promotion to **Head – Sales & Marketing, Business Development Head, or Vice President – Sales** based on performance, leadership capability, and revenue contribution
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## 6. Compensation and Benefits

- Competitive fixed salary commensurate with experience and market standards
  - **Performance-based incentives** tied to revenue targets, booking growth, and sales KPIs
  - Annual performance review and career progression based on results and leadership contributions
  - Professional development support for certifications and industry training
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## 7. Core Values and Personal Attributes

Every sales and marketing initiative at Advaitaa Infra must reflect:

- **Integrity** – Transparent dealings, ethical business practices, and honest project representation in all communications
- **Commitment** – Dedication to achieving sales targets, supporting team members, and driving business growth
- **Growth** – Continuous learning of market trends, sales techniques, and emerging technologies; proactive contribution to team and company development

**Additionally, the ideal candidate will demonstrate:**

- High energy, self-driven mindset, and target-oriented approach
- Strong interpersonal skills with positive, solution-oriented attitude
- Adaptability to dynamic project requirements, market conditions, and customer demands
- Ethical leadership with focus on long-term relationships over short-term gains
- Ability to thrive in a fast-paced, competitive real estate environment