

KIRAN KUMAR BHAGAVATULA



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Accomplished Head of Sales with extensive experience in leading high-performing teams and driving revenue growth in the real estate sector. Proven track record in designing comprehensive sales and marketing frameworks, optimising CRM integration, and crafting impactful go-to-market strategies. Adept at market and competitive analysis, relationship management, and sales forecasting. Demonstrated expertise in client acquisition, stakeholder management, and financial reporting. Recognised for achieving sales excellence through data-driven strategies and fostering cross-functional collaboration. Career goal: to leverage innovative vision and strategic planning skills to further enhance business growth and market presence.

LANGUAGES

- Telugu, English, Hindi, Tamil, and Kannada

EXPERIENCE

Head of Sales, Marketing & CRM The Vajra Builders & Developers Pvt Ltd - Hyderabad, India
01/2024 - 06/2024

- Established and implemented end-to-end sales, marketing, and CRM processes tailored to residential real estate projects, driving operational efficiency and scalability from the ground up.
- Recruited, trained, and mentored dynamic teams across sales, marketing, and CRM functions, ensuring cohesive collaboration and achieving exceptional project outcomes from inception to completion.
- Spearheaded the adoption of a robust CRM system to streamline lead management, enhance client engagement, and track the entire customer journey, delivering a seamless sales experience.
- Launched innovative marketing campaigns that significantly boosted brand visibility, strengthened market presence, and accelerated sales velocity for premium residential projects.
- Improved conversion rates through the introduction of data-driven strategies, meticulous performance monitoring, and customer-centric approaches.
- Partnered closely with project, finance, and legal teams to align sales strategies with business objectives and ensure smooth project execution.
- Conducted in-depth market studies to uncover customer preferences and devised competitive positioning strategies that differentiated residential offerings in a crowded marketplace.
- Enhanced the company's global brand presence by representing the organization at international property shows in Singapore and Dubai.
- Played a pivotal role in organizing and participating in key city property exhibitions, generating high-quality leads and driving substantial visibility.

Head of Sales & CRM Levonor Lifespaces Pvt Ltd - Hyderabad, India
01/2023 - 01/2024

- Improved net new client acquisition through effective team coaching and development.
- Coordinated meetings with clients to better understand their needs, requirements and find best ways to sell to them.
- Operated various CRM systems to effectively manage and monitor sales data, including Salesforce and Pipedrive.
- Developed positive, collaborative working environments, maximizing team drive and commitment to achieving sales targets.
- Created and executed high-performing sales strategies, consistently delivering target-exceeding revenue growth.
- Reviewed weekly & monthly sales reports to monitor trends, sales team performance and ensure staff met targets.

SKILLS

Strategic Leadership:

- Expertise in designing and executing sales strategies to achieve organizational goals.
- Ability to forecast sales trends and set realistic targets aligned with market conditions.
- Strong decision-making and problem-solving skills for driving business growth.

Team Management:

- Proficient in recruiting, training, and mentoring high-performing sales teams.
- Capable of establishing performance benchmarks and conducting regular evaluations.
- Expertise in fostering team collaboration and maintaining high morale.

Market Knowledge:

- In-depth understanding of the real estate market, customer preferences, and competition.
- Skilled in identifying and capitalizing on emerging market opportunities.
- Experience in handling prestigious projects from pre-launch to completion.

Customer Relationship Management (CRM):

- Proficient in implementing and optimizing CRM systems to enhance customer experience.
- Skilled in handling customer grievances and ensuring high satisfaction levels.
- Expertise in managing pre and post-sales processes for seamless transactions.

Channel Partner Management:

- Strong experience in onboarding, training, and managing channel partners for real estate sales.
- Ability to build and nurture relationships with channel partners to drive consistent lead inflow.
- Proficient in motivating and incentivizing channel partners to achieve sales targets.
- Skilled in conducting regular engagement activities such as partner meets, training programs, and reward systems.

Business Development:

- Strong ability to identify and develop new business opportunities.
- Expertise in networking and building long-term relationships.

- Worked with marketing teams to develop creative and compelling marketing material to aid sales activities.
- Cultivated long-lasting client relationships by proactively contacting them, networking and providing hard-to-miss loyalty promotions on products.
- Stayed updated on competitor activity, trends, threats through networking and research.
- Conducted regular sales team training on updated trends, catalogue updates, sales techniques and target customers.
- Conducted quarterly financial forecasts to make predictions and set goals for sales teams, making predictions based on seasons and trends.
- Designed a wide range of strategic plans, including growth, sales and marketing plans to ensure business reached monthly targets.

Head of Sales, Marketing & CRM Perfect Pin Code -

Hyderabad, India, India

01/2021 - 07/2022

- Closely monitored team performance, coaching, encouraging and incentivising staff to continually achieve targets.
- Developed positive, collaborative working environments, maximising team drive and commitment to achieving sales targets.
- Ensured teams continuously met sales targets by implementing incentives and providing ongoing motivation.
- Collaborated effectively with sales team and clients, building and nurturing positive, productive professional relations.
- Coordinated meetings with clients to better understand their needs, requirements and find best ways to sell to them.
- Stayed updated on competitor activity, trends, threats through daily networking and research.
- Conducted regular sales team training on updated trends, catalogue updates, sales techniques and target customers.
- Cultivated long-lasting client relationships by proactively contacting them, networking.

Deputy Manager Sales Rajapushpa Properties Pvt Ltd -

Hyderabad, India, India

12/2015 - 12/2020

- Educated customers on available projects to increase sales.
- Generated monthly and annual sales reports to determine growth and areas requiring improvement.
- Monitored sales team performance and provided training to help reach targets.
- Retained existing customers and substantially grew customer base, product line and sales volume.
- Mentored team in successful selling techniques and encouraged cross-selling additional projects to gain leads.
- Developed pipelines utilising multiple marketing channels and sales team to increase Sales.
- Facilitated positive purchasing decisions by sharing product knowledge with customers and making personal recommendations.

Business Development Manager Nivas Group - Bangalore,

India

06/2013 - 12/2015

with stakeholders.

- Experience in participating in property shows and international exhibitions to expand market reach.

Analytical and Financial Acumen:

- Proficient in analyzing sales data, market trends, and financial reports to inform strategies.
- Skilled in budgeting, resource allocation, and cost optimization to maximize profitability.

Communication and Negotiation:

- Exceptional communication skills to liaise effectively with clients, teams, and leadership.
- Expertise in negotiating deals and closing high-value transactions.
- Ability to deliver impactful presentations to diverse audiences.

Digital and Marketing Expertise:

- Skilled in leveraging digital tools and platforms for lead generation and sales.
- Experience in collaborating with marketing teams to develop effective campaigns.
- Knowledge of online and offline marketing strategies to drive project visibility.

EDUCATION

Diploma of Higher Education:

Hotel Management

Trade Wings Institute of

Management - Chennai, TN, 2000

Diploma: International Air Ticketing And Travel Management

Trade Wings Institute of

Management - Chennai, TN, 1999

Diploma: Refrigeration and Air Conditioning Mechanical and Designing

Small Industry Service Institute

- Chennai, TN, 1998

- Developed impactful marketing, sales, and promotional strategies to boost revenue.
- Conducted extensive research to discover new land opportunities for residential development.
- Meeting Builders and getting associated with them professionally.
- Giving Product Information.
- Negotiations.
- Corporate presentations.
- Set targets and ensure team achieves them.

Senior Executive Sales Puravankara Projects Limited -

Bangalore, India, India

06/2010 - 05/2013

- Built stable pipeline harnessing multiple distribution channels and sales strategies.
- Determined prospect needs to provide information on suitable projects.
- Performed targeted prospecting and networking to acquire new clients.
- Handled sales process to complete purchasing experience.
- Participated in sales training and workshops to amplify skills and leverage productivity.
- Maintained comprehensive brand and product knowledge to maximise sales opportunities and meet set targets.
- Demonstrated products to show potential buyers benefits and advantages and encourage purchases.
- Oversaw negotiations and closings to manage complete sales cycle process.
- Registered information and details of customer on database and submitted proper documents for sale to preserve accurate records.

Assistant Manager Sales Aliens Group Pvt Ltd - Hyderabad,

India, India

06/2004 - 08/2009

- Guided junior staff to manage assignments effectively, ensuring organizational goals were met.
- Demonstrated exceptional communication and relationship-building skills to set a standard in delivering top-tier customer service.
- Drove sales and controlled costs to support revenue and profitability targets.
- Implemented strict quality standards for consistent company representation across multiple channels.
- Maintained positive, professional working environment to optimize staff and customer satisfaction.
- Fostered strong rapport with prospective clients to aid negotiations.
- Recruited high-performing and accomplished team members, nurturing talent to develop skilled and capable workforce.
- Developed long-term training strategies for new and existing employees to apply best practices.
- Motivated and encouraged staff to exceed weekly KPI expectations with targeted goals.
- Implemented strategy enhancing professional development through acknowledgment.
- Established strategic monthly sales goals, communicating priorities to staff and closely tracking progress to achieve success.
- Supervised and delegated tasks to employees to meet key productivity targets.

Front Office Executive HOTEL QUALITY INN RESIDENCY -
Hyderabad, India, India
01/2004 - 06/2004

Front Office Executive HOTEL BASSERA - Hyderabad, India,
India
06/2002 - 01/2004

Front Office Assistant HOTEL RAJ RESIDENCY - Visakhapatnam,
India
01/2000 - 05/2002