

# Ashishkumar Gupta

## Real Estate Sales

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To use my knowledge & marketing skills for achieving my goals & to meet objectives of the Organization. Eager to bring my expertise to increase sales and ensure overall efficiency in the capacity of a Marketing Executive in a company which rewards hard work and creativity.



### Skills

Critical thinking and Problem solving

Negotiation

Team work



### Work History

2022-04 -

Current

#### **Outstation and SOBO Sourcing Manager**

Solitaire Developers Classic Promoters & Builders Pvt Ltd, Mumbai, Maharashtra

- Participated in team-building activities to enhance working relationships.
- Source Channel Partners from different medium such as Property Portal, Rera sites, micro sites etc
- Maintain relations with existing CP and Source new CP.
- Source leads from CP and convert it into footfall at site.
- Shadow and Sales followup clients for site visits till it get converted in bookings.
- Activate CPs to generate leads and walkin at site from Across Mumbai, Navi Mumbai and Thane
- Managing team size of 3 in Mumbai as Outstation Team.

2021-08 -

2022-03

#### **Sourcing and Closing Manager**

Ruparel Realty, Mumbai, Maharashtra

- Sourcing Channel Partners from Different medium and maintaining relations with existing one
- Sourcing leads from CP's via Digital i.e
- Social media activities, BTL Activities, etc
- Acquired 117+ New Clients by following regularly in 3 month
- Responsible for Followups and Revisits for Closer meetings
- Developed business from New CP from SOBO Market/ Navi Mumbai/ Mira Bhyander/ Vasai Virar Market
- Individually while launch of XL16.3 Cr Revenue Generated from sourcing in 2 months and 27 Cr+ in 6 month from sustenance project
- Handling Team size of 6.
- As team every month contribution 31+ Cr team size of 6.
- Major focus is on Spot Transaction to maintain good conversion ratio.

2012-05 -

2016-04

#### **Senior Sales Executive**

Ornate Universal, MUMBAI, MAHARASHTRA

- Generated leads for sales through cold calls and referrals
- Built and established new business opportunities and managed more than 30-37 active channel partners month on month basis
- Developed polished and successful sales presentations to highlight product benefits, quality and advantages against competitors
- Worked closely with clients to facilitate appropriate loans, inspections and credit reports

- Presented properties to show quality and market comparisons through self-developed presentations.
- Utilized multiple marketing strategies to improve profitability.

2021-01 -  
2021-08

### **Assistant Manager**

Rubberwala Housing & Infrastructure PVT LTD, MUMBAI, MAHARASHTRA

- Acquired over 112+ new clients by following up regularly regarding individual real estate desires and current listings
- Monitored local residential property market to adjust sales tactics, prices and overall business effectiveness
- Revenue Generated 31+ Cr in 7 months
- Developed new business through channel partners in SOBO Market
- Managed team size of 3 Management Trainees
- Penetrated business through Channel Partners from different markets like Navi-Mumbai, Thane and western mumbai markets
- Responsible for collection of due from existing clients
- Responsible for customer experience at site and following up for the further booking process

2017-10 -  
2021-01

### **Management Trainee Professional in Real Estate**

Hiranandani Communities, MUMBAI, MAHARASHTRA

- Sourcing Leads from Channel Partners through Field Calls, regular follow meeting, site orientation
- Sourcing Leads from Channel Partners for cross selling projects
- Managing Marketing Events like MCHI, Property Expo, CREDAI
- Scouting New Channel Partners from Targeted Market
- Cold called perspective customers to determine product or service needs, ascertain timelines, and identify decision-makers.
- Worked with CP across Mumbai Navi Mumbai and Thane as centralized team for Hiranandani Powai, Thane and Panvel
- Avg Revenue generated every year for Powai is 84+ Cr, Thane 72+, Panvel 31.5+ Cr



## **Education**

2016-06 -  
2018-05

### **PGPM: Sales And Marketing**

IBS Business School - Powai, Mumbai

CGPA 7.5

2016-06 -  
2018-05

### **MBA: Sales And Marketing**

IBS Business School - Powai

GPA: 7.3

2009-05 -  
2012-06

### **B.com: Commerce**

Nalanda College - Borivali, Mumbai

68%

2007-06 -  
2009-05

### **HSC: Commerce**

Nalanda College - Borivali, Mumbai

60.17%

2006-05 -  
2007-03

### **SSC: Marketing And Economics**

Gandhi Vidya Mandir High School - Kandivali, Mumbai

GPA: 55.69