

## **Miss Kasturi S. Chavan**

### **Real Estate Sales Professional (MBA in IB)**



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#### **SUMMARY**

A highly ambitious, energetic, enthusiastic and tireless sale professional trying to secure a challenging and self-rewarding sales position in a reputed organization benefiting the entire team and company to generate higher revenue and grow successfully.

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#### **ACHIEVEMENTS**

- Been the top performer in the previous organization
- part of successful launch of Puraniks Rumah Bali Phase 3 and 4 Megah and Santai with the help of my expertise, knowledge, skills, effective sales strategies and more than 5 yrs of Real Estate experience.

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#### **EXPERIENCE**

**Sales Manager – Closing (Full Time)**

**May 2023 to Aug 2023 (4M)**

**Property Pistol Realty Pvt. Ltd.**

**Project - Amantra by TATA Housing, Kalyan Bypass**

- Managing to maintain a highest conversion ratio by handling critical property inquiries effectively and successfully. Handling and resolving doubts of prospects who were highly getting affected due to rumours and negative reviews in the market.

Using closing skills to achieve a good number of spot closures on weekends. Convincing prospects with the help of ongoing schemes such as spot offer, 5 % ROI Scheme, Rental Benefit Plans and 90-Days Easy Payment Plan for RTMI. Making prospect realize the loss of most desirable unit and plans & offers ending soon. Handling negotiations successfully by helping prospect understand the brand and the legacy of TATA also by turning all other competitors negative. Convincing on the product how it stands out in the market.

Overachieving the target by managing to get references via booked clients causing the organization to generate direct revenue and seek higher growth.

Working as a team by helping team mates to achieve their monthly targets by assisting them in closing deals. Working on providing suggestions and alterations on creatives (to be shared with leads) and marketing strategies during reviews and meetings held with TATA Housing.

Consistent follow-up on a daily basis on VDNB 1-2 yrs data inviting for re-visits by informing about ongoing payment plans and offers and by sharing update on improvement at site. Generating leads on weekly basis with the help of personal contacts and channel partner networking.

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**Asst. Sales Manager (Full Time)**

**Mar 2021 to Dec 2022 (10M)**

**Puranik Builders Ltd.**

**Project - Rumah Bali, Gaimukh, Ghodbunder Road, Thane, West**

🍏 Proved successful working within tight deadlines and in a fast-paced environment by experiencing sales job at most prominent developer of Thane Real Estate Market. Worked flexible hours across night, weekend and holiday shifts.

Identifying potential buyer and understanding client's requirement suggesting unit based on their budget and need. Removing prospect's all doubts regarding location and construction quality

Generating leads using the old data and via references to meet weekly and monthly target. Follow up on a daily basis using Sales Force (SFDC)

Generating weekly reports and presenting it the same to the Site Head and TL during sales meetings and Reviews. Discussing and presenting views on marketing strategies to be adopted.

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**Guest Relation Executive (Full-time)**

**Mar 2017 to Dec 2019 (2.10yrs)**

**Sales Gallery Operations and Hospitality**

**Project - Mahalaxmi, Aranya, Rani Baug, Byculla, Revanta, Mulund Colony, Vaikunth, Balkum, Thane & Piramal Tower, Peninsula Corporate Park, Lower Parel**

🍏 Responsible for handling all the front-end activities in the sales gallery by working in extremely fast paced environment. Co-ordinating with pantry and house-keeping to keep a good control over hospitality management to ensure there is no compromise in delivering pleasant site visit experience to customers. Due to regularity and familiarity with my job got an opportunity to choose to work any site of Piramal Realty.

Greeting and welcoming and guiding the customers and visitors. Adding Walk-in Entries in the CRM Software - Sales Force on immediate basis. Co-ordinating with sales manager. Allocating customers to them as per their availability. Performing these tasks in a stipulated time line of 60 Seconds.

Generating reports on Fresh visits, Re-visits, Bookings, EOI and cancellations on a daily basis and e-mailing the same to the Sales Head, Site Head and CEO.

Managed and improved customer service functions of sales gallery for betterment of customer's site experience. Coached and developed associates to improve soft skills and hard skills both

Developed and implemented strategies to have smooth walk-in flow by taking instant actions to avoid backlogs.

**Assistant to channel partner (Part-time)**

**Nov 2016 to Sept 2016 (8M)**

**a) Piramal Aranya, Byculla – Pre-Launch for M S Properties**

**b) L & T Crescent Bay – for Shah Property Solutions**

• Performing all the duties of a channel partner in his absence. Handling a team of tele callers.

Assisting and guiding them on sales pitch to generate walk-ins. Handling prospect's negotiations. Coordinating for the best rate with sourcing and closing manager.

Meeting customers understanding their requirement and convincing and closing the deal to meet weekly targets.

Handling property listing, marketing and ads online. Attending new fresh property inquiries generated through the same.

Suggesting projects to customers as per budget and location preference.

With the use product knowledge and market convincing the prospect for closing the deal.

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**Tele-calling for Real Estate Developers (Part-time)**

**Dec 2015 to June 2016 (7M)**

• Achieving 180-250 fresh calls along with follow ups on a daily basis without losing the quality.

Obtaining and updating list of individuals with contact details, their property requirements along with their profile and special remarks. With effective sales pitch, with courtesy and effective handling of client's queries and follow ups achieved 5-8 walk-ins weekly and approx. 30-40 walk-ins monthly.

Addressing lead's uncertainties, doubts and queries on time. Noting important points of each conversation.

Preparing and updating the excel sheet on a daily basis with latest prospect's follow up remark.

Emailing the same to Closing, Sourcing Manager and Channel Partner.

Preparing and altering sales pitch with the help of sourcing and closing manager available at site.

Attending regular meetings to clarify progress and performance related expectations. Generating reports for hot, warm and cold clients lined up for site visit for weekends.

**Front Office Executive cum Admin Assistant (Full Time) Feb 2015 to Dec. 2015(11M)**

**Jewel Impex Pvt. Ltd.- Tardeo, Bombay Central**

• **Proven ability to learn quickly and adapt to new situations. Developed and maintained courteous and effective working relationships. Demonstrated strong organizational and time management skills while managing multiple tasks assigned by Accounts, Logistics, marketing, Sales, HR Dept. and director.**

Identified issues, analysed information and provided solutions to problems.

Skilled at working independently and collaboratively in a team environment.

Preparing a Sample Sheet (An Excel Sheet serving information on Dimensions, Product, Pictures from each sides, Weight, Capacity, Changes to be done as per buyer's requirement, Purchase Details : Vendor/Manufacturer, cost and date.

Composing E-mails, Drafting Letters, Complaints as per the requirement of Directors, CEO and Asst. Directors. Drafting Invoices for A/c Dept.

Booking air tickets and finding best affordable hotels suitable and convenient to the business tour for Director.

Handling Foreign Exhibition preparations by assisting marketing team in shortlisting best top selling products and packaging of the same, other materials.

Managing files, record, office supplies and monthly bills and payments. Updating the same in the system on a daily basis.

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**Client cum Back-Office Co-ordinator (Full-time)**

**July 2014 to Feb 2015**

**Mid-day Infomedia Ltd. – Peninsula Corporate Park, parel**

• Assisting existing as well as new customers on new offers available such as annual subscription packages, renewal of subscription packages. Handling and resolving all types of queries and issues of clients successfully. Resolving refund and other service related issues by coordinating with their respective Zonal Managers. Supporting and assisting the other team members in accomplishing their administrative tasks and backlogs resulting in effective team work and Department's work completion on time. Award received by Dept. Head for the same.

Updating information of clients using CRM software on a daily basis. Making customer's refund based on terms and conditions and company policies post failure of retaining the customers due to non-resolvable issues caused by zonal managers. Managing a good relationship and resolving issues between clients and their zonal area managers by having an effective coordination on a regular basis.

## Events & Exhibitions - Co-Ordinator (Freelance)

Feb 2013 to Jan 2014 (1yr)

### India and Abroad

☛ **Successfully handled Manpower requirement and performance of Sales Executives in Real Estate, Hostesses, Promoters, Models, Ushers and Anchors. Hiring, guiding and preparing them for the event. Received business on a repeated basis by delivering of satisfactory work.**

Briefing and Training the staff prior to the event. Ensuring all operations and duties are executed as per client's guidelines by using effective planning, coordination and execution.

Built highly-efficient team through consistent coaching and professional development opportunities.

Provided backup to front desk to step in to assist with various tasks whenever employees were absent or at lunch ensuring front desk and floor are not left unattended.

Monitored all front-end activities and ensured smooth functioning of it. Ensuring event flow is going as per schedule.

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## Events & Exhibitions - Hostess (Freelance)

Oct 2009 to Apr 2013 (3.6yrs)

### Conference Event in India and Abroad

☛ **Performed numerous successful events by serving as a host at conferences and events ensuring that all relevant preparations is made for the event. Working under tight deadlines. Received good amount of recognition and appreciation for the job done which resulted into customer loyalty and references.**

Maintaining well presented and professional appearance as per hospitality norms.

Welcoming and guiding the Guests. Greeting them upon their departure. Cater guests and celebrities who require extra attentions.

Performing invitation / reminder call to all the invitees before start of the event.

Arranging and aligning awards, certificates, momentos and gifts as per order during award functions by co-ordinating with anchor of the event. Check with Guests for a feedback.

**Marketing Executive in Real Estate Exhibitions – CREDAI MCHI, MMRDA, Bandra-Kurla Complex****For Developers - DB Realty, Kalptaru, Godrej and Adani Realty**

Attending customers and understand their property requirement. Interacting with prospects to build rapport. Helping prospects understand how products stands out in the market.

Assisting visitors with details regarding carpets areas, pricing – Offers and benefits, location, possession timeline.

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**EDUCATION**

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MBA in International Business                      (Pursuing Online)                      2021 – 2023

Narsee Monji Institute of management Studies, Vile Parle

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B.Com in Management Studies                      2012 – 2016

Kalina Mumbai University

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Higher Secondary Certificate                      2007 – 2009

Premier Junior College, Commerce, Dadar West

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Secondary School Certificate                      2007

Maratha Mandir Vidya School, Worli

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**CERTIFICATION & COURSES**

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- Immersion : Dale Carnegie Training                      May 2023
  - NLP for Sales Persuasion & Influence : Udemy                      Jan 2023
  - Winning with relationship selling : Dale Carnegie Training                      Mar 2022
  - Business Communication : Google Digital Garage                      Mar 2020
  - MS-CIT : Maharashtra State Board with 87 %                      July 2010
  - English Typing : Maharashtra State Board with A Grade – 40 WPM                      Dec 2012
  - Telephone Operating : Kohinoor Technical Institute, Dadar with 59.5 %                      Nov 2007

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## PROFESSIONAL SKILLS

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Computer Skills : MS Office, MS Excel, Power Point, Social Media, CRM Software SFDC

Excellent Analytical skills and a good team player

Proficient in Multi-tasking, problem solving

Excellent communication and negotiation skills

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## STRENGTHS

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Emotional Intelligence, Empathetic, Enthusiastic, Optimistic, Patient, Flexible, Adaptive, Innovative, Creative, Self-Motivated, Rational thinker, Flexible, Hard + Smart Worker, Lifelong Learner

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## WEAKNESSES

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Pure Perfectionist, Too detail-oriented, Sensitive, Self-Criticism, Self-Centered

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## INTERESTS & HOBBIES

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Yoga, Driving, Internet Surfing, Travelling, Trekking & Caving, Cooking Indian Dishes, Playing with Pets

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## OTHER ACTIVITIES

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Keeping myself updated, Event Management, Self-Development, Improve on Communication Skills

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## LANGUAGE PROFICIENCY

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English	Advanced (C1)	*****
Hindi	Advanced (C2)	*****
Marathi (Mother-tongue)	Advanced (C1)	*****

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## PERSONAL DETAILS

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Linked In : [linkedin.com/in/kasturi-c-78a647166](https://www.linkedin.com/in/kasturi-c-78a647166)

Birth Date : 14<sup>th</sup> Dec 1991

Nationality : Indian

Pan Card No. ANUPC4995M

Passport No. : N7927802