



Ref No :

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Date:

JOB DESCRIPTION

Prepared by : <<coded>>

Approved by : <<coded>>

Position/Designation :	Deputy Vice President – Sales (NRI)	
Department/function :	Marketing, Sales & Customer Care	Sub function : Sales (Residential Properties)
Location :	Mumbai	Reports To : President - Sales
Peer To: :		Direct Reports : <input type="checkbox"/> Yes <input type="checkbox"/> No

Job Purpose (how the job contributes to the overall organizational objectives):

The incumbent would be setting up NRI Desks for us in identified markets

Job Duties and Responsibilities

1. To evaluate the size of business from the NRI market and to create & execute a cogent market building strategy for the US market
2. To ensure enquiries and transactions for the projects identified from your role and activities through regular follow ups and meetings
3. To create a strong and motivated Channel network who will consistently contribute to sales
4. To meet and coordinate with Banks, HFC (Housing Finance Companies), Wealth Management Groups and ensure business from the same
5. To keep in regular touch and abreast with the respective sites dynamics
6. To work consistently towards reducing the cost of sales
7. To take ownership for all NRI customers and leads generated for better conversion
8. To update on the happenings and events scheduled and plan a Sales calendar accordingly
9. To keep abreast with relevant competition and their activities including price movements, construction activity and other sensitive information for the related projects
10. To maintain and follow a P & L for the function and create a buffer in the same
11. To have complete know how of all special NRI focused Housing Finance documents and procedures to enable purchase of real estate in India

Accountabilities and Activities

- To set up a network and base in key countries for the Sales Team to conduct **road shows**
- To empanel a strong Channel network who will contribute to the sales for specific projects
- To **meet, motivate** and ensure **steady flow of transactions** from the **Channels** and **road shows** conducted
- To liaison with various Indian Associations directly and set up base for the sales team to visit and transact
- To **identify key mediums** which will efficiently help in **creation** and **execution** of transactions
- To be the **point of contact** for the organisation in the region

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Interactions (The essential working relationships both within and outside the company, directly related to the job)

- **Internal Interactions**

Marketing, Sales, Customer Care, Administration cells

- **External Interactions**

Clients, Brokers, IPCs

Competencies (key functional/technical/leadership/behavioral skills required for this job)

- Analytical skills
- Leadership skills
- Networking skills
- Strong communication skills & personality

Job Requirements

Educational Qualification : MBA/PG (from tier I institute preferred)

Work Experience : 9 to 12 yrs

Special Requirements : Experience of Branches at National/International level, Pleasing personality