



Job Description

Company	Ashar Group
Position Title	Sr. Manager CP Sales
Department	Sales
Openings	1
Location	Thane

About Ashar

“You don’t just build a development; you build a reputation.” – Ajay Ashar, CMD, Ashar Group

Since its inception in 2001, Ashar Group has believed that there is only one mantra for success: execution and quality. This principle, when combined with uncompromising values, customer-centric attitude, robust engineering, and transparency in business operations, has placed Ashar among the most preferred real estate brands in both residential and commercial segments.

We have successfully delivered over 4 million sqft. of real estate across various verticals including residential, commercial, educational, IT parks and infrastructure developments. Ashar Group currently has over 2.45 million sqft. under development across the Mumbai Metropolitan region (MMR) in Bandra, Thane, Mulund and Nasik along with upcoming projects that include a township project in Dombivali, a super-luxurious bungalow scheme at Lonavala and a few more projects in Pali Hill, Ghatkopar, Thane and Khardi, among others.

About the Team

As we aim to take on new initiatives and grow 10x -- it is imperative to remember our roots, reflect on the past, drive forward with purpose, and serve our customers with excellence. In doing so, we believe that human capital is our biggest asset, and we want to invest in a strong engineering team that can match our ambitions and build on the existing organizational capabilities.



Key Responsibilities

- Setting up & activation of new channel partners and overseeing the on-boarding process.
- To recommend & execute strategies to ensure uninterrupted walk-ins comprising of the right target group of customers for the specific project site/s assigned, from the assigned channels.
- To lead a team of relationship managers to execute channel partners relationships, client walking's.
- To ensure smooth registration, training & brokerage disbursal for channel partners.
- To implement a mechanism for evaluation & categorization of channel partners.
- To ensure incremental revenues from performing Channels & motivate the non-performing ones.
- To liaison and work closely with multiple site sales heads and marketing team for engagement and client closure.
- To develop a healthy investor data base through channel partners.
- To ensure regular product & price updates to channel partners.
- To organize and execute channel-related events.
- To leverage channel contacts for targeted inventory movement during new project pre-launches & launches.
- To ensure constantly improving channel partner experience.
- To cultivate Channel partners from Tier II and other potential areas.
- To evaluate and optimize the effectiveness of channel sales at each site by intelligent identification, development, and allocation of channels.
- Maintains accurate records for activities conducted and meetings done.

Desired Candidate Profile

- Minimum 7 - 8 years of Real Estate industry exposure.
- Hand on experience on Sourcing vertical.
- Team handling experience.
- Continuously demonstrated ability to achieve sales target through a network of Channel Partners.
- Continuously demonstrated ability to empanel performing channel partners.
- Excellent Communication skills and a proactive attitude.



Why Ashar?

- Ability to grow and build expertise in a company committed to showcasing results and driving innovation.
- Opportunity to learn from, interact with and influence decision made by senior management and key industry professionals.
- Tremendous exposure in tasks from township projects to ultra-premium properties in a diverse geography
- Intellectual stimulation by constantly dealing with different challenges where no one day is the same.
- Competitive compensation.
- Meritocratic environment.

