

Head – Sales (Luxury Residential)

Location: Chennai, India

Experience: 12+ years in luxury real estate (Residential)

Role Overview

We are seeking a visionary **Head – Sales (Luxury Residential)** to lead and scale Arihant's luxury residential portfolio. This role is pivotal—second only to the Director—and is entrusted with driving sales strategy, strengthening customer relationships, mentoring high-performing teams, and delivering consistent growth across our landmark luxury projects.

The ideal candidate is a seasoned leader with a proven track record of exceeding sales targets in premium/luxury real estate, adept at combining strategy with execution, and equipped to infuse technology, innovation, and best practices into the sales function.

Key Responsibilities

Strategic Leadership

- Define and implement **sales strategies** aligned with organizational goals for luxury residential projects.
- Develop market entry plans, pricing strategies, and positioning frameworks for new launches in line with evolving trends in the luxury real estate segment.
- Drive **customer acquisition and retention** through differentiated experiences.

- Provide strategic inputs on product, design, and features based on evolving customer preferences.

Sales Excellence

- Own and deliver **quarterly and annual sales targets** across luxury residential projects.
- Monitor pipeline management, conversion ratios, and sales productivity.
- Establish and institutionalize **best-in-class luxury selling practices**—consultative, personalized, and customer-first.
- Forge and nurture relationships with **HNIs, UHNWIs, CXOs, Key Opinion Leaders, wealth managers, and channel partners.**

Team Leadership & Development

- Build, lead, and mentor a high-performance sales team; foster a culture of accountability and collaboration.
- Conduct regular training on consultative sales, luxury brand storytelling, and negotiation skills.

Technology & Innovation

- Leverage CRM, data analytics, and digital platforms to **enhance sales efficiency and customer engagement.**
- Drive adoption of emerging technologies in lead management, customer journeys, and virtual experiences.

Cross-Functional Collaboration

- Partner with **Marketing, CRM, Finance, and Design/Projects teams** to ensure seamless project launches and customer journeys.
 - Align sales strategy with brand storytelling, ensuring consistency across all touch-points.
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Key Requirements

- **12+ years of experience** in sales leadership, with at least 8 years in luxury residential real estate.
- Deep market knowledge of Chennai and strong network with HNIs, UHNWIs, institutional investors, and top brokers/channel partners.
- Strong understanding of **luxury customer psyche, trends, and global benchmarks.**
- Expertise in **strategic planning, negotiation, deal structuring, and channel partner management.**
- Demonstrated experience in **building and mentoring large sales teams.**
- Proven track record of achieving and exceeding sales targets in premium/luxury housing.
- **Tech-savvy**, with proficiency in CRM, analytics, and digital-first sales solutions.
- Strong leadership, communication, and stakeholder management skills.

