

Job Title:

Executive – Pre Sales (Real Estate)

Location: Chennai

Company: Arihant Spaces

Role Overview

The Pre-Sales Executive is the **first and most critical point of contact** for prospective customers at Arihant Spaces. This role is responsible for engaging inbound and outbound leads, understanding customer requirements, articulating project details with clarity and confidence, and qualifying prospects before seamlessly handing over high-intent clients to the Sales Team.

This position demands **exceptional communication skills, high process discipline, and deep product knowledge**, ensuring every customer interaction reflects the values, professionalism, and quality associated with the Arihant brand.

Key Responsibilities

Lead Engagement & Qualification

- Act as the first point of contact for all inbound and outbound leads via calls, WhatsApp, email, website enquiries, and campaign sources.
- Understand customer requirements, preferences, budget, timelines, and intent through structured conversations.
- Qualify leads using defined criteria and identify high-potential prospects for sales follow-up.
- Schedule site visits and meetings for qualified leads with Sales Managers.

Lead Follow Up

Execute timely follow-ups and structured outreach, including outbound and cold calls to prospective customers from marketing databases, referrals, and past enquiries, with the objective of re-engaging leads, qualifying interest, and progressing them through the funnel in line with defined follow-up protocols.

Project Knowledge & Customer Communication

- Develop **in-depth knowledge of all Arihant Spaces projects**, including location advantages, specifications, approvals, pricing, amenities, timelines, and unique differentiators.
- Communicate project details clearly, accurately, and confidently, addressing customer queries and objections professionally.
- Ensure all information shared with customers is consistent, compliant, and aligned with brand and regulatory guidelines.

Process Adherence & Documentation

- Maintain **accurate and timely records** of all customer interactions in CRM systems.
- Document lead status, follow-ups, customer feedback, and qualification notes diligently.
- Adhere strictly to defined pre-sales processes, scripts, and escalation protocols.
- Ensure smooth and complete handover of qualified leads to Sales Managers with detailed context and documentation.

Champion Brand Representation

- Deliver a **polished, courteous, and responsive customer experience** at all times.
- Uphold Arihant Spaces' values of transparency, professionalism, and trust in every interaction.
- Follow up consistently to nurture leads and maintain engagement until closure or disqualification.

Coordination & Reporting

- Work closely with Sales, Marketing, and CRM teams to align on campaigns, lead quality, and customer insights.
- Provide regular reports on lead status, conversion metrics, customer feedback, and process improvements.
- Flag market insights, customer objections, and recurring queries to relevant stakeholders.

Key Skills & Competencies

Core Skills

- Excellent verbal and written communication skills (English and Tamil Mandatory).
- Strong listening, probing, and qualification skills.
- High attention to detail and process orientation.
- Comfort with CRM tools, call logging, and documentation systems.
- Professional phone etiquette and customer handling skills.

Qualifications & Experience

- 1–4 years of experience in **Pre-Sales, Inside Sales, Customer Engagement, or CRM roles**, preferably in real estate, BFSI, or service-oriented industries.
- Prior experience in handling high-value customers or premium brands will be an added advantage.
- Familiarity with real estate terminology, lead funnels, and sales cycles is preferred.
