

Sourcing Head

1) Revenue & Sales Performance

Achieve defined **annual, quarterly, and monthly revenue targets** as per the business plan. Maintain a **consistent sales velocity** across projects and inventory. Ensure **strong cash flow discipline**, including timely collections and closures. Develop and implement **launch strategies and sales plans** during sustenance periods of projects.

2) Core Business Metric Management

Drive **new Channel Partner (CP) acquisition** with a focus on quality and productivity. Increase the number of **unique active CPs** generating walk-ins and bookings on a **quarter-on-quarter (QoQ)** basis. Monitor and optimize **conversion ratios** from lead to booking.

3) Channel Partner Management

Expand the **active CP network by 20–30% year-on-year (YoY)**. Achieve **70% of total sales through Channel Partners**. Conduct regular **CP engagement initiatives**, including meetings, networking events, project briefings, and training sessions.

4) Revenue Mix & Project Contribution

Manage and balance **revenue contribution across all active projects/sites**. Ensure **consistent brand communication and project positioning** through CP networks.

5) Channel Partner Experience & Retention

Ensure effective **servicing of the CP base**, including issue resolution and regular feedback collection. Maintain **zero-error documentation**, including CP tagging, booking documentation, and invoicing accuracy.

6) Compliance, Reporting & Governance

Submit **weekly review reports, presentations, MIS reports, sales forecasts, and collection updates** to management. Ensure full compliance with **Real Estate Regulatory Authority (RERA) regulations and internal company policies**. Maintain transparency and audit readiness in all sales and CP-related activities.

Experience Criteria:

- Total Experience: 8–15 years in Real Estate Sales / Channel Partner Management.
- Minimum 5 years of experience handling Channel Partner (CP) network.
- Proven track record of achieving revenue targets and driving CP-driven sales.
- Experience in managing multiple residential or commercial project launches.

Strong exposure to CRM systems, lead management, and sales reporting.