Real Estate Telecaller & Lead Generation Executive

Company: Amar Realty
Department: Sales & Business Development
Position: Real Estate Telecaller & Lead Generation Executive
Employment Type: Full-Time
Location: [Insert Location]
Experience: 0–3 years | Freshers with strong communication skills may apply

About Amar Realty

Amar Realty is looking for a confident, energetic, and target-oriented **Real Estate Telecaller & Lead Generation Executive** to identify potential property buyers, understand their requirements, qualify genuine prospects, and generate quality sales opportunities for our real estate sales team.

This role is focused on **finding and developing genuine buyer opportunities**, not simply making a high number of phone calls.

The successful candidate will be responsible for:

Prospecting → Calling → Requirement Discovery → Lead Qualification → Buyer Intent Identification → Follow-up → Site Visit Generation → Sales Handover

---

Key Responsibilities

1. Lead Generation

- Make outbound calls to prospective property buyers using company-provided lead databases and approved prospecting sources.
- Identify people who may be planning to purchase residential or commercial property.
- Introduce Amar Realty and relevant projects in a professional manner.
- Generate new sales opportunities through structured calling and prospecting.
- Maintain consistent daily lead-generation activity.

2. Customer Requirement Discovery

Understand the customer's actual property requirement by asking relevant questions such as:

- Preferred location
- Property type
- 1/2/3 BHK or other configuration
- Approximate budget
- Self-use or investment

- Expected purchase timeline
- Home-loan/finance requirement
- Current buying stage
- Whether family members are involved in the decision
- Preferred time for a meeting or site visit

3. Lead Qualification

Every interested customer should be evaluated based on genuine buying potential.

Classify prospects as:

HOT: Actively looking and likely to purchase soon
WARM: Genuine requirement but purchase may take some time
COLD: Potential future buyer with limited immediate intent
LOW INTENT: Information seeker / unsuitable requirement / no immediate need

The objective is to provide the sales team with **qualified opportunities rather than unfiltered enquiries.**

4. Buyer Intent Identification

- Listen carefully to customer responses.
- Identify genuine buying signals.
- Understand the reason behind the purchase.
- Identify objections and concerns.
- Determine the customer's expected decision timeline.
- Identify what information is preventing the customer from taking the next step.

5. Follow-Up

- Maintain scheduled follow-ups without missing commitments.
- Reconnect with interested prospects at the appropriate time.
- Maintain complete follow-up history in the CRM.
- Ensure every active lead has a defined next action.
- Re-engage older prospects where there is a reasonable opportunity.

6. Site Visit Generation

- Convert qualified prospects into property presentations and site visits.
- Coordinate with the sales team for qualified lead handover.
- Confirm appointments with customers.
- Follow up after site visits and record customer feedback.
- Identify the customer's next step after the site visit.

7. CRM & Data Management

Accurately record:

- Customer name
- Contact details
- Location preference
- Budget
- Property requirement
- Purpose of purchase
- Purchase timeline
- Lead source
- Buyer intent
- Customer objections
- Follow-up date
- Site-visit status
- Sales status
- Important conversation notes

No important customer conversation should remain undocumented.

8. Objection Handling

Professionally handle common responses such as:

- "मला सध्या प्रॉपर्टी नको आहे."
- "फक्त माहिती घेत आहे."
- "बजेट जास्त आहे."
- "WhatsApp वर माहिती पाठवा."
- "नंतर बघतो."
- "कुटुंबाशी चर्चा करून सांगतो."
- "दुसरे प्रोजेक्ट्स पाहत आहे."
- "आत्ता खरेदीचा प्लॅन नाही."

The objective is not to pressure the customer. The objective is to **understand the reason, identify genuine potential, and determine the correct next step.**

Daily Work Process

Every working day, the Telecaller will follow a structured workflow:

STEP 1 — PLAN

Review new leads and pending follow-ups.

STEP 2 — PRIORITIZE

Start with HOT and WARM prospects and leads whose follow-up is due.

STEP 3 — CALL

Make outbound calls and initiate meaningful conversations.

STEP 4 — DISCOVER

Understand the customer's property requirement.

STEP 5 — QUALIFY

Determine budget, requirement, timeline and buying intent.

STEP 6 — RECORD

Immediately update the CRM with the conversation outcome.

STEP 7 — FOLLOW UP

Schedule the next action for every active prospect.

STEP 8 — CONVERT

Work toward generating qualified meetings and site visits.

STEP 9 — HANDOVER

Pass qualified opportunities to the sales team with complete customer information.

Performance KPIs

Performance will be measured using both **activity and quality metrics**.

KPI	What We Measure
Outbound Calls	Daily calling activity
Meaningful Conversations	Actual customer conversations
Qualified Leads	Genuine prospects meeting defined criteria
Hot/Warm Leads	Quality of buyer intent

KPI	What We Measure
Follow-up Completion	Scheduled follow-ups completed
Site Visits	Qualified visits generated
Lead-to-Visit Conversion	Quality of qualification
CRM Accuracy	Quality of data maintained
Response Time	Speed of customer follow-up
Sales Opportunities	Qualified opportunities handed to sales
Target Achievement	Monthly performance

Call count alone will not determine performance.

A telecaller making 150 calls but generating no qualified opportunities will not necessarily outperform someone making 80 high-quality calls and generating genuine buyer opportunities.

Candidate Requirements

Required

- Good verbal communication skills.
- Confident and pleasant telephone manner.
- Ability to communicate in Marathi.
- Hindi communication is preferred.
- Basic English communication is an advantage.
- Comfortable speaking with new people.
- Ability to ask questions and listen carefully.
- Comfortable working with targets.
- Persistent and able to handle rejection.
- Good follow-up discipline.
- Basic computer knowledge.
- Ability to use CRM, Excel/Google Sheets and WhatsApp.

Preferred

Experience in:

- Real estate
- Telecalling
- Telesales
- Inside sales
- Lead generation
- Customer service

- Business development

Freshers may apply if they demonstrate strong communication, confidence, discipline and willingness to learn.

Personal Qualities We Value

We are looking for someone who is:

- **Confident**
- **Disciplined**
- **Positive**
- **Patient**
- **Persistent**
- **Good listener**
- **Customer-focused**
- **Target-oriented**
- **Honest**
- **Willing to learn**

The candidate should understand that a successful real estate telecaller does not simply "sell a property."

They identify:

WHO is looking → WHAT they need → WHY they need it → WHEN they may buy → HOW much they can invest → WHAT is stopping them → WHAT should happen next.

Career Growth

Successful candidates can progress toward:

Telecaller → Senior Telecaller → Inside Sales Executive → Relationship Manager → Real Estate Sales Executive

Training will be provided on:

- Real estate fundamentals
- Amar Realty projects
- Calling methodology
- Customer qualification
- Buyer-intent identification
- Objection handling
- CRM usage

- Follow-up methodology
- Site-visit conversion
- Sales coordination