

# REAL ESTATE SALES EXECUTIVE

## TRAINING COURSE

A beginner-friendly course to build the knowledge, confidence, and practical skills required to succeed in real estate sales. Learn. Understand. Apply. Grow.

### MODULE 1 INTRODUCTION TO REAL ESTATE SALES



#### 1.1 What is a Real Estate Sales Executive?

- Roles and responsibilities
- Daily workflow
- Career opportunities



#### 1.2 Why This Role is Important

- Connecting buyers with the right property
- Building trust and long-term relationships
- Contributing to company growth



#### 1.3 Real-World Applications

- Residential property sales
- Commercial property sales
- Plot and township sales
- Client consultation and investment guidance

### MODULE 2 CORE SKILLS EVERY SALES EXECUTIVE MUST HAVE



#### Communication Skills

- Speaking confidently with clients
- Active listening techniques
- Professional phone etiquette
- WhatsApp and email communication
- Handling objections politely



#### Professional Grooming & Dress Code

- Importance of first impressions
- Formal dressing guidelines
- Personal hygiene and presentation
- Body language and posture



#### Basic Video Editing for Marketing

- Why video content matters
- Creating simple property reels
- Adding captions and branding
- Editing apps and beginner tools
- Basic tools like Canva, InShot, ChatGPT, CapCut, and VN Editor
- Best practices for social media

### MODULE 3 PRACTICAL UNDERSTANDING



#### Conducting Site Visits

- Preparing before the visit
- Greeting clients professionally
- Explaining project highlights
- Answering common questions
- Closing the visit effectively



#### Google Maps Reading & Navigation

- Reading map layouts
- Finding property locations
- Measuring travel distances
- Sharing accurate directions
- Understanding nearby landmarks



#### Understanding Government Portals (GIS & JDA)

- What GIS is
- What JDA is
- Checking project locations
- Verifying road connectivity
- Basic portal navigation

### MODULE 4 ADVANCED KNOWLEDGE



#### Understanding Important Documents

- What is a Patta?
- What is a PT?
- What is a ZLC?
- Why these documents matter
- Basic document verification



#### Understanding Township Maps

- Reading township layouts and master plans
- Identifying plot numbers and block divisions
- Understanding road widths and connectivity
- Locating parks, temples, commercial areas, and amenities
- Explaining map layouts clearly to clients during site visits
- Comparing map plans with the actual site location
- Using township maps to highlight investment potential and future development



#### Data Extraction & Lead Management

- Collecting customer information
- Maintaining CRM records
- Organizing lead databases
- Following up systematically
- Protecting customer data



#### Convincing & Closing Skills

- Understanding customer psychology
- Identifying buyer needs
- Presenting value instead of price
- Handling objections confidently
- Building trust before closing



REGISTERED NUMBER FOR QUERIES

9462987911



7 DAYS PROGRAM



RECEIVE CERTIFICATION



2 HRS THEORY AND 4 HRS PRACTICAL



FREE FOR BUSINESS CITY CENTER MEMBERS



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