

JOB TITLE/ Chức danh: HEAD OF SALES	Division/ Khối:
This Position Reports to <i>Báo cáo cho:</i> Board of Directors (BOD)	Positions Reporting to this Position <i>Nhận báo cáo từ:</i>
Summary of Duties/ Tóm tắt nhiệm vụ The Head of Sales plays a pivotal role in defining and executing the go-to-market strategy across all real estate projects, with full ownership over product positioning, pricing architecture, sales channel design, and team performance. This role requires deep cross-functional collaboration and strong business acumen to align the sales execution with construction progress, market demand, and financial objectives.	
General Scope/ Phạm vi trách nhiệm	
Job Descriptions/ Mô tả công việc Sales Strategy & Business Leadership - Define and lead the overarching sales strategy for the company's real estate projects, aligning with corporate vision and market position. - Set annual and quarterly sales targets by project phase, in close coordination with Strategic Planning and Finance teams. - Guide execution plans from market entry to final clearance — ensuring both absorption and profitability targets are met. Product Strategy & Market Alignment - Collaborate closely with Product Development and Marketing teams to shape unit mix, layout design, key features, and amenity positioning for each project. - Ensure that each product offering aligns with targeted buyer personas, competitive gaps, and lifestyle aspirations. - Translate market feedback and sales insights into continuous product refinement throughout the lifecycle. Pricing & Sales Program Strategy - Lead the creation of pricing architecture by unit type, floor, view, and launch phase — maximizing perceived value and revenue potential. - Develop and adjust payment policies and incentive schemes tailored to buyer segments and market timing. - Plan and implement sales program calendars (teaser, soft launch, grand launch, clearance) in coordination with construction progress and cash flow requirements. - Work with Finance to ensure pricing and payment structures support project viability and risk mitigation - Head of Sales is not just a revenue generator — but a strategist who determines when, how, and at what price inventory enters the market. Channel Development & Sales Force Strategy - Design and manage a hybrid distribution system: in-house sales, master agencies, trading floors, and agent networks. - Establish clear policies for partner selection, territory management, exclusivity, and performance incentives. - Structure dynamic commission schemes, booster programs, and seasonal incentives to drive high performance. - Monitor and realign sales efforts based on conversion rates, cost-per-sale, and market feedback. - Plan phased release strategies aligned with supply pacing, market cycles, and internal objectives Team Leadership & Talent Development - Recruit, train, and retain top-tier sales talent across all levels. - Lead with KPIs, performance tracking, and coaching to ensure team motivation and accountability.	

- Build a performance-driven culture rooted in ethics, collaboration, and responsiveness. Cross-Functional Collaboration - Work closely with: - Strategic Planning to align sales with master planning, phasing logic, pricing and sales policies - Construction/Project Management to track construction milestones, optimize release timing, and manage client expectations. - Finance to ensure sales strategies support healthy cash flow, risk control, and investor confidence. - Marketing to synchronize campaigns, messaging, and buyer engagement strategies. Reporting & Governance - Report on sales performance, forecasts, and strategic insights to the Group CEO and BOD. - Ensure compliance with legal, financial, and operational policies across all sales activities. - Manage budgets related to sales operations, commissions, and performance bonuses	
Essential Qualifications/ <i>Trình độ chuyên môn</i> Bachelor's degree or higher in Economics, Sales & Marketing, Business Administration, Real Estate, or a related field.	Essential Attributes (Knowledge/skills requirements)/ <i>Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu)</i> Experiences - Minimum of 7-10 years in in real estate, with proven track record across residential and mixed-use developments. - Proven experience working with sales agencies. - Proven record of consistently meeting or exceeding sales targets. - Strong financial understanding of pricing strategy, sales-driven cash flow, and risk mitigation. - Be able to work for projects in other provinces. - Good understanding of real estate market and trends. Skills required - Strong leadership, team management, and coaching abilities. - Excellent communication, negotiation, and problem solving skills. - Existing network of real estate agencies, developers, and financial institutions is a strong advantage. - Fluency in English. Personal traits - Proactive, result-driven, and highly responsible. - Energetic team player with a high sense of integrity and accountability

Approval/ *Phê duyệt*

Accepted by/ *Chấp nhận*

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Date/Ngày:

BENEFIT/ Lương, thưởng, đãi ngộ: Salary: Competitive and negotiable salary based on interview performance and relevant experience	WORK PLACE/ Địa điểm làm việc: HCM city, Vietnam
Level Level: Manager	Industry/ Ngành nghề: Real estate developer
Team size	Language/ Ngôn ngữ: English
Ghi chú cho người giới thiệu (quan trọng)	