

# Tête-à-tête #5



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India Advisor



## 1. **What does a typical day in office look like for you?**

**Answer:** As I represent an Australian client and as Australia is on a different time zone, my workday starts at home with emails and calls. But once I am in office, I look forward to meeting colleagues and having refreshing conversations with them on practically anything under the sun – from Bollywood to spirituality, from politics to education. The rest of the day is spent doing the usual calls, meetings and emails.

## 2. **Your job entails a lot of travel and juggling different goals. What do you do to cope with all the challenges?**

**Answer:** Meeting deadlines and time management is a big challenge especially during the enrollment season, there is non-stop travel during this period, attending events and meeting agents. I start the day early to prepare for the tasks for the day. I try to be as organized as possible which helps me respond on time and meet commitments I have made.

## 3. **What is your biggest challenge while dealing with the Indian student?**

**Answer:** Creating awareness and selling the concept of Purpose Built Student Accommodation (PBSA). Most counsellors and students are unaware that such a concept exists and the benefits it offers.

## 4. **What is the best part about your job?**

**Answer:** Meeting and interacting with people from different walks of life – be it agents, counsellors, students or parents.

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## 5. What are the aspects of your job that you like less?

**Answer:** Taking early morning flights and the to and fro airport commuting ☐

## 6. What do you consider your greatest achievement? You can quote from outside your work too.

**Answer:** I was able to create a market for and even exceed the set targets for Purpose Built Student Accommodation (PBSA) – a concept that students, counsellors and many agents were unaware of. The thrill of creating something, from scratch, afresh vis-à-vis working on an already established market gives me a bigger high.

## 7. Highlight one thing about your company(Urbanest) that you cherish the most.

**Answer:** Urbanest properties are beautifully designed. When urbanest team asked for my views on Urbanest – I instantly responded if I could become a student again and not work, so I could get to stay in their property ☺.

## 8. What is/are the skills absolutely necessary for your job?

**Answer:** Communication skills – students typically select an accommodation option after they land in Australia. Convincing them to select one before they even leave for Australia requires a great deal of convincing communication.

## 9. What is the one skill you would most want to acquire?

**Answer:** Digital marketing – being able to use tools like Search marketing, Social Media to drive marketing.

## 10. What are your hobbies?

**Answer:** Travelling and Dancing. I like to explore the world – meet people from different backgrounds, countries and cultures.

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