

## **Job description – CBS Regional Sales Manager – Middle East, Africa & India**

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### **Job title**

**CBS Regional Sales Manager – MEAI**

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### **Purpose of the job**

An exciting new opportunity to manage and develop a small team responsible for the Middle East, Africa and India markets. The role is responsible for developing, implementing, and evaluating the CBS sales strategy throughout MEAI.

This person is tasked with maintaining existing sales channels and establishing new channel opportunities to grow revenue in the region. To take a lead role in major project opportunities, to close business against specific sales and margin targets. To involve and co-ordinate all necessary CBS resources e.g. Marketing support against growth opportunities. To increase product and brand awareness through leading insights and drive profitable growth. They will have strong management and coaching skills to support the learning and development of the sales team.

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### **Specific responsibilities**

Develop and execute sales strategies – own commercial responsibilities against sales and margin goals.

Create, manage and develop a small sales team in India.

Promote CBS products and services, close orders on behalf of the company.

To be CBS product sector expert for MEAI markets

To establish high potential growth markets and develop opportunities across regional and local sectors.

Share market insights with CBS and HM teams; Marketing, Product Management, Sales, Design.

To identify new dealers and develop these channel opportunities.

Support sales through HM (Herman Miller) and Independent sales channels.

Timetable and gain support in marketing and seminar activity locally.

Provide accurate regular sales forecasting information by product group and detailed information on specific large projects.

Maintain good working relationships with local dealer personnel maintaining competence and commitment to CBS products.

Regular networking with the A&D and specifier communities in the region to increase awareness of sales opportunities.

Provide field training for dealer sales personnel in product and positional skills.

Participate in induction training for new personnel and new product training.

To canvas business opportunities in person. Identify, qualify and develop.

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**Resource management***Financial:*

The Regional Sales Manager is to manage a travel and entertainment budget and plan/gain approval as appropriate

Responsible for profitability of CBS business in the region

*Human:*

Reporting to CBS APMEA Sales Director, Hong Kong

Dotted/functional reporting to HM MEA Regional Sales Director, Dubai

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**Education and experience**

Business related Degree or equivalent level.

Successful new business sales experience of at least 5 years, preferably with some background in design led or ergonomic sales.

Experience of working for a multinational organisations.

Basic understanding of the region.

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**Competences**

Must be able to communicate both verbally and in written form.

Ability to effectively interact at all levels.

Must enjoy team work, but also be self motivated and able to work alone and be self sufficient.

Must be willing to work flexible hours when required and undertake considerable travel throughout the region.

Must be highly literate in the use of IT systems.

Must be numerate in the preparation of quotations and forecast information.

Must be culturally aware.

Strong interpersonal skills.

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**Essential Characteristics**

Methodical and hard working.

Ability to handle or avoid confrontation.

Ambitious and energetic.

Driven to succeed.

Honest and with high levels of integrity

Articulate and sensitive.

Diplomatic and sensitive.

Self motivated and good time manager