

Commercial Sales Team Lead

Company Overview:

Nordic Homework is the exclusive distributor of Kährs, a renowned Swedish flooring brand, in the United Arab Emirates. We specialise in providing high-quality, sustainable flooring solutions to residential and commercial clients across Dubai and beyond. With a commitment to excellence and a passion for delivering exceptional service, Nordic Homework is dedicated to enhancing living and working spaces through beautiful, durable flooring solutions.

Position Overview:

As the **Commercial Sales Team Lead** at Nordic Homework, you will lead a team of Key Account Managers/Directors, Sales Senior Executives and Sales Executives in driving business growth and delivering exceptional customer experiences. You will further strengthen the Commercial Sales Function at Nordic Homework and continue building the team. You will oversee the day-to-day operations, ensuring sales targets are met and client relationships are nurtured effectively.

You will actively manage your own portfolio of commercial clients in Dubai, including medium and large interior design firms, developers, consultants, contractors, etc., who specialise in ultra-luxury residential (single and multi-unit) and high-end commercial environments, such as hospitality, F&B, offices, and branded lifestyle spaces, etc.

Your role focuses on achieving and exceeding sales targets while managing both long-lead-time projects and fast-cycle, design-driven sales processes, including client consultations, proposals, and contract agreements. Your role involves coordinating sales activities, providing guidance and support to team members, and ensuring efficient communication with clients, reflecting our values of trust, care, excellence, and sustainability in every interaction.

Responsibilities:

Sales Leadership

- **Manage Commercial Sales Projects:** Lead fast-cycle and long lead time design-driven projects involving multiple stakeholders, including large interior design firms, consultants, fit-out contractors, and developers, ensuring proposals and agreements meet client requirements and reflect Nordic Homework's standards of trust, care, and excellence.
- **Drive sales performance:** Achieve defined sales objectives in your sector by proactively identifying opportunities to achieve and exceed targets. Monitor performance against KPIs and implement strategies to optimise outcomes.
- **Manage personal client portfolio:** Cultivate and manage relationships with key clients, including interior designers, residential and commercial fit-out contractors, and developers.

- **Engage proactively with clients:** Identify client needs and preferences to tailor sales strategies, ensure high satisfaction, and maximise business growth.
- **Company and brand ambassador:** Represent Nordic Homeworx with professionalism, integrity, and care, embodying the company's values in all client interactions.

Team Management and Coordination

- **Lead the Commercial Sales Team to achieve targets:** Provide hands-on leadership and guidance to the team, setting clear sales targets and motivating team members to achieve and exceed goals.
- **Oversee portfolio growth:** Guide the Commercial Sales Team in expanding client portfolios, identifying new business opportunities, and driving proactive client acquisition.
- **Drive effective customer communication:** Collaborate with Sales & Project Coordinators to ensure seamless communication with clients from initial contact to project completion.
- **Manage sales portfolios efficiently:** Balance proactive client engagement with management of reactive leads, ensuring timely follow-up and effective conversion.
- **Conduct training for skill enhancement:** Organise & lead sessions to strengthen product knowledge, sales skills, and overall team performance.
- **Promote knowledge sharing and professional growth:** Foster collaboration and continuous learning within the team, encouraging members to share insights and support each other's development.

Market Insights and Analytics

- **Monitor industry trends:** Stay informed about competitor activity, market developments, and client needs, providing insights to inform sales strategies.
- **Analyse sales data and CRM metrics:** Utilise CRM data to track performance, identify areas for improvement, and optimise sales processes for efficiency and effectiveness.

Collaboration and Reporting

- **Collaborate across the Sales Organisation:** Work closely with the wider Sales Organisation to share insights, align strategies, and ensure a cohesive approach to client engagement and business growth.
- **Foster cross-functional collaboration:** Partner with Operations, Marketing, Aftercare and Finance teams to ensure project success and deliver a seamless customer experience.
- **Represent Nordic Homeworx at industry events:** Attend trade shows, exhibitions, and networking events to promote the brand, expand the client base, and strengthen industry relationships.
- **Strategic sales reporting:** Deliver data-driven performance and pipeline insights to the Head of Sales, translating trends, client behaviours, and performance gaps into actionable strategies that drive revenue, client retention, and team effectiveness.

Qualifications / Requirements:

Education:

- Bachelor's degree in Business, Architecture, Engineering, Interior Design, or a related field is preferred.

Experience:

- 7 years of sales experience, in B2B or SME sales, design-led projects, or interiors/fit-out sectors, with a track record of surpassing sales targets.
- 3 years of experience leading a team
- Experience in the flooring industry or related sectors (e.g., interiors, construction) is preferred.
- An existing network of interior designers, residential/commercial fit-out contractors, or developers in Dubai is a plus.

Skills & Competencies:

- Strong leadership and team management skills.
- Excellent interpersonal and communication skills for building and maintaining client relationships.
- An analytical mindset to interpret sales data and drive data-informed decisions.
- Results-driven with a focus on delivering exceptional customer experiences.
- Proficiency in CRM systems, Google Workspace (Docs, Sheets, Slides, Drive), and sales-related software.

Technical Knowledge (Preferred):

- Knowledge of wood flooring products, materials, installation processes, and industry trends.

Why join us?

At Nordic Homework, our culture is rooted in trust, care, excellence, and sustainability. We foster an environment where people feel empowered, supported, and confident taking ownership of their work. Respect and empathy guide how we collaborate, while a commitment to high standards drives us to consistently deliver quality and seek continuous improvement. As partners of a leading eco-conscious flooring brand, we are dedicated to sustainable practices that make a positive impact. Together, these values create a workplace where you can grow, feel inspired, and build a meaningful long-term career.



How to apply:

Interested in joining a team where your work truly matters? Send your CV and a short cover letter to careers@nordichomeworx.com and tell us why you'd be a great fit for the Commercial Sales Team Lead role. We look forward to hearing from you!