

Job Title: Commercial Sales Executive - (UAE/ Abu Dhabi)

Position Reports To:
Commercial Sales Team Lead

Date issued:
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Position Overview:

As a **Commercial Sales Executive** at Nordic Homeworx, you will focus on managing a portfolio of commercial clients and growing our commercial client base in Abu Dhabi. You will build relationships with developers, contractors, consultants, architects, and interior design firms while managing complex, tender-based projects through all stages of the sales process—from initial enquiry to contract closure.

Your role is hands-on, multi-faceted, and relationship-driven, requiring a mix of product expertise, excellent communication, and tenacity to bring complex projects to life. You will work closely with your manager and the wider Sales and Operations Team to ensure every client interaction and project execution reflects Nordic Homeworx's values of trust, care, excellence, and responsibility.

Responsibilities:

Abu Dhabi Market Development

- Actively develop new business opportunities and expand Nordic Homeworx's client base in Abu Dhabi.
- Identify and connect with developers, contractors, consultants, architects, interior designers, and other relevant stakeholders.
- Build a pipeline of qualified opportunities through research, networking, referrals, client meetings, and site visits.
- Identify projects at an early stage and introduce Nordic Homeworx's flooring solutions to relevant decision-makers.
- Support the company's visibility in Abu Dhabi by attending industry events and building a strong local network.
- Maintain accurate records of market activity and provide regular updates on leads, opportunities, and progress.

Client Engagement & Sales

- Manage commercial sales projects, including tenders and RFP processes, ensuring proposals meet client requirements and reflect Nordic Homeworx standards.

- Actively build and maintain relationships with commercial clients, including large developers, contractors, consultants, and design/architecture firms in Abu Dhabi and the UAE.
- Partner with clients to understand project requirements and provide informed, design-led flooring solutions tailored to technical specifications, aesthetics, and performance goals.
- Achieve sales targets, key performance indicators (KPIs) and revenue goals to drive portfolio growth and contribute to the company's success.
- Use expert knowledge of Nordic Homeworx's range of wood and LVT flooring solutions to tailor every sales consultation to the client's requirements. Confidently communicate the functional and aesthetic advantages of each solution to the relevant stakeholders.
- Build genuine, long-term relationships with clients by providing personalized guidance, attentive follow-up, and a seamless experience that inspires trust and lasting loyalty.
- Keep up-to-date with industry trends, product updates, and the competitive landscape to remain a subject matter expert.

Collaboration and Reporting

- Work closely with the Commercial Sales Team and wider Sales Organisation. Partner with Sales Coordinators to ensure smooth client communication and support the preparation of proposals.
- Collaboration with Operations throughout the project lifecycle to ensure smooth execution from inquiry to completion.
- Maintain accurate and up-to-date records of client interactions, proposals, and sales activities in the CRM system to track performance and support informed decision-making.

Qualifications / Requirements

Education:

Bachelor's degree in Business, Marketing, Interior Design, or a related field (preferred but not required).

Experience:

- Minimum 3 years of experience in a sales role, preferably in B2B or commercial sales in a similar industry or related field.
- Proven track record of achieving sales targets and driving portfolio growth.
- Experience engaging with developers, contractors, or large-scale commercial clients is a plus.

Skills & Competencies:

- Strong interpersonal and communication skills, with the ability to build trust and long-term partnerships across diverse stakeholder groups.
- Results-oriented and strategic mindset with the ability to manage both proactive business development and detailed project follow-through.
- Self-motivated, proactive, and capable of working independently while collaborating effectively with the team.

- Excellent organizational and analytical skills, with strong attention to detail in managing proposals, tenders, and client documentation.
- Proficiency in CRM systems and Microsoft Office Suite.
- Valid driver's license and willingness to travel for client meetings and industry events.

Technical Knowledge (Preferred):

Knowledge of wood flooring products, materials, installation processes, and familiarity with large-scale commercial project specifications and construction processes is a plus.