

Senior Sales Specialist KSA - Trade

As Senior Sales Specialist KSA -Trade, you will play a pivotal role in driving the growth of our brand by expanding our active network and facilitating sellout from distributors to tier retailers while your primary responsibility will be to ensure brand visibility within the electric market and establish strong relationships with key stakeholders.

Key Responsibilities:

- Identify, target, and engage potential retailers to expand and diversify our distribution network.
- Work closely with our distributors to coordinate and optimize product sellout to tier-two retailers.
- Enhance our brand's visibility and presence in the electric market.
- Cultivate and maintain strong relationships with retailers, distributors, and industry influencers.
- Lead the deployment and management of rebate agreements between distributors and tier-two retailers, ensuring that assigned targets are met.
- Execute sales strategies to achieve and exceed set targets, adapting to market trends and opportunities.
- Stay updated on industry trends, competitor activities, and market dynamics to identify growth prospects and market needs.
- Conduct compelling product presentations and demonstrations to showcase features and benefits to potential retailers.
- Regularly report on sales performance, market trends, and competitive landscape to inform data-driven decision-making.
- Ensure compliance with relevant laws and regulations, company policies, and procedures at any time.
- Demonstrate flexibility and a willingness to embrace new challenges, readily accepting any additional tasks and responsibilities as directed by the team's manager.
- Contribute to continuously improving the efficiency and effectiveness of the team's activities in line with the company's strategic objectives and operational targets.

Qualifications:

- Bachelor's degree in Business, Marketing, or a related field. A degree in Lighting Design or Engineering is advantageous.
- Proven track record of at least 3 years in a sales role within the lighting industry.
- Excellent communication, presentation, negotiation, and interpersonal skills.
- Self-motivated and target-driven with a demonstrated ability to exceed sales goals.
- Strong analytical and problem-solving skills to identify business opportunities and address challenges specific to KSA.
- Willingness to travel as needed to meet with retailers and attend industry events.