



## **BUSINESS DEVELOPMENT & SALES MANAGER**

Job Description

### **About Casegoods**

[Casegoods](#) is a Mumbai based product design studio that has established itself as an international brand with a unique position in the world of design. Casegoods was born out of a passion for materials, a commitment to the act of making, and an awareness of our impact as designers on the shared environment. Our products are rooted in the Indian tradition of craft while remaining considerate to contemporary living. We believe that the greatest form of sustainability is to produce work of lasting value. In that spirit we endeavour to design products that are simple, beautiful, and functional which can be cherished for generations.

We are in growth mode, looking to bring exceptional talent onto our design, production, sales and marketing teams to expand our portfolio; and engaging in partnerships with design innovators and partners to grow our worldwide reach.

### **About the Role**

Type: Full Time  
Location: Mumbai  
Team: Growth  
Reports to: CEO  
Direct Reports: N/A  
Travel: 30%

This role is a key sales leader and revenue driver, focused on sourcing and converting new opportunities / customers / partners (B2C, B2B and B2B2C) into business value for Casegoods. You are our biggest brand ambassador, working to bring our beautiful products to the world.

### **Key Responsibilities | How you will contribute**

- **Sales & Business Development:**
  - Develop and implement effective sales strategies and plans for our range of products, in collaboration with marketing and product teams
  - Lead sales campaigns and new business outreach to achieve sales targets
  - Proactively build relationships with customers, interior designers, architects, retailers and others to raise awareness of our work
  - Manage and track the leads and sales pipelines, collecting data and insights to inform future sales plans
  - Manage CRM and optimise implementation of sales workflows
  - Leverage data tools, research, market scanning to report on new market/partnership opportunities and business models to feed our funnel

- Lead discovery calls with architects/designers and others to understand their needs, especially for bespoke work
- Research and identify new potential customers and market opportunities
- **Customer Success & Fulfilment:**
  - Ensure all customers and retailers are satisfied with their engagement with Casegoods and become loyal advocates
  - Service all pre and post sales queries, as well as respond to all inbound product or project inquiries across email/phone/other channels
  - Ensure all customer and retailer orders are fulfilled - from sending invoices to receiving payments to dispatching orders
  - Represent our brand and grow brand awareness via networking events, meetings and other channels
  - Participate in various exhibitions/shows, from planning to post-event outreach
  - Liaise with product, marketing and workshop teams to ensure smooth fulfilment of orders; this includes ensuring all orders have customer-facing materials from assembly manuals to proper packaging; to developing sales campaigns for product launches
  - Maintain our price lists, sales terms and other backend information
  - Support with vendor coordination to ensure every order is fulfilled cost-effectively
- **Retailer Partnerships:**
  - Support our revenue share relationships with domestic and international retailers / stockists, by equipping them with product knowledge, price lists, and other support
- **General:**
  - Develop a thorough understanding of Casegoods current landscape and future objectives in order to clearly articulate to potential partners how they can work with Casegoods
  - Collaborate and support all other teams with other activities or requests, as required

### Key Competencies | Who you are

- **Sales & Business Acumen:** You've mastered the art of soft sales. Well presented, professional behaviour, brand ambassador. Good understanding of numbers and revenue generation.
- **Relationship Management:** You are a people person and love building connections. You will have the ability to source and establish strong trusted relationships with partners and customers.
- **Communication:** Excellent written and verbal communication skills are essential to coordinate with different stakeholders and manage projects.
- **Strategic thinking:** You have a sharp ability to spot business opportunities with third parties, and you enjoy connecting dots.
- **Passion for Product Design:** You have the curiosity to constantly learn and keep your finger on the pulse, to find new local and global opportunities to enhance our work.

### **Key Skills & Experience | What we are looking for**

- 1-3 years of experience in sales, business development and/or customer success in the retail sector; product & furniture design experience is an asset
- Education in a business, administration, marketing or operations fields is an asset
- Exceptional ability to communicate and influence/foster collaboration with the senior executives as well as as technical and creative executors
- Ability to work independently, adapt to fast-moving situations and support a portfolio of products
- Self-starter, with the ability to establish milestones and keep projects on task; not crack under pressure.
- Knowledge working with CRMs and data and metric tracking tools & platforms
- Ability to travel as required

### **Benefits of working with us**

- Expand your technical and leadership capabilities by collaborating with industry experts
- Be a part of a fun, diverse team; work closely with a multidisciplinary team of designers, engineers, marketers, and business leaders
- Build a vast community and network globally; meet new and interesting people everyday
- Make an impact at a high growth company

### **How to apply**

Please email your application to: [jobs@casegoods.in](mailto:jobs@casegoods.in)

Subject: BD & Sales Manager

Include: Resume and Description of why you would like to work with us