



Empowered to **Lead**,
Equipped to **Innovate**.

Building The Next Chapter Of



JOB DESCRIPTION

Regional Head- Sales

ABOUT UNITILE

- For three decades Unitile continues to shine as a beacon of innovation and trust in the building materials industry. As **India's No.1 Raised Access Floor Brand** and a proud recipient of **Asia's Prestigious Rising Brand (2021) by BARC**, we have consistently set industry benchmarks.
- Our commitment to innovation and quality has earned us a place among **India's Top 25 Best Workplaces™ in Manufacturing 2025** and the esteemed **Great Place to Work® Certification**. These accolades reflect our dedication to fostering a positive, collaborative work culture where employees feel valued, empowered, and motivated to excel.
- Specializing in modular indoor and outdoor raised flooring systems, structural ceilings, partitions, and acoustics, we enhance spaces with intelligent designs that seamlessly blend form and function. With a proven track record of over **15,000+ clients and over 100 million sq. ft. of successful workplace transformations worldwide**, our dynamic team continues to drive innovation and deliver value.
- As we look ahead, we remain committed to shaping smarter, more sustainable spaces, ensuring that our legacy of excellence continues to thrive for years to come.

ROLE OVERVIEW

The Regional Sales Head will drive business growth and market leadership for our Raised Floor solutions across the assigned region of India. This role is accountable for expanding market presence, acquiring new clients, converting non-RAF users, and strengthening relationships with key stakeholders in the construction, infrastructure, and interior solutions ecosystem. The role will lead a high-performing sales team, define winning strategies, and ensure delivery of revenue and profitability targets.

KEY RESPONSIBILITIES

Strategic Leadership & Market Growth

- Develop and execute robust sales strategies to expand market share in the said region.
- Spearhead new market penetration initiatives and identify untapped geographies, segments, and industries.
- Establish a clear roadmap for converting non-raised access floor users into raised access floor adopters by showcasing value propositions.
- Build strong alliances with architects, PMCs, consultants, contractors, and large corporate clients to position RAF as the preferred solution.

Business Development & Client Acquisition

- Drive aggressive client acquisition strategies to expand the customer base.
- Develop tailored approaches for strategic accounts and high-value opportunities.
- Ensure consistent pipeline generation to support both short-term and long-term growth.

Sales Management & Revenue Delivery

- Lead and motivate the sales team to consistently achieve and exceed revenue targets.
- Monitor sales performance and implement course-corrective actions where required.
- Leverage CRM and data analytics to drive effective forecasting, pipeline management, and conversion tracking.
- Maintain strong discipline in sales processes and reporting.

Client Relationship Management

- Build long-term, trust-based partnerships with clients and stakeholders.
- Ensure customer satisfaction through proactive engagement, timely resolution of concerns, and value-driven solutions.

Team Leadership & Development

- Recruit, coach, and mentor sales talent, creating a performance-driven and collaborative team culture.
- Set clear performance goals, conduct regular reviews, and provide continuous learning opportunities.
- Instil ownership, accountability, and customer-centricity within the team.

Collaboration:

- Work closely with other department heads to ensure smooth execution, profitability, and customer satisfaction.
- Collaborate with marketing teams to implement effective promotional activities.

REQUIRED SKILLS & COMPETENCIES

- Proven ability to penetrate new markets and drive adoption of innovative solutions.
- Strong commercial acumen with expertise in strategic sales planning and execution.
- Exceptional negotiation, influencing, and closing skills.
- Deep understanding of North India's construction and interiors market landscape.
- Highly effective communication and stakeholder management capabilities.
- Strong leadership skills with the ability to inspire and drive high performance.
- Data-driven decision-making with strong financial and budgeting skills.
- Integrity, professionalism, and ability to navigate complex stakeholder environments.

QUALIFICATION AND EXPERIENCE:

- Bachelor's degree in Business, Sales, Marketing, or related field; MBA is preferred.
- Minimum of 15 years of experience in sales, with at least 10 years in a leadership role within the building materials, construction, or raised flooring industry.
- Proven track record of achieving and exceeding sales targets, particularly within the North India region.
- Strong network within the architecture, PMC, design, and construction community in North India.
- Excellent communication, negotiation, and presentation skills.
- Ability to lead, inspire, and manage a team towards achieving strategic goals.



A place where you don't have to choose between **growth** and **belonging**. A career that challenges you. A culture **that supports you**. A team that **celebrates you**.

For recruitment or career inquiries, reach out:

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