

## Sales Manager Middle-East

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Company: L-Acoustics

Location: Manama

Category: other-general

***Join our passionate and dedicated teams who are shaping the future of sound!***

Since 1984, we build ideas into products, grow products into businesses and scale businesses that leverage and transform the Pro-Audio Industry.

What began as a small team has since become a global organization working to realize this vision. Each member of our team shares our passion for designing and manufacturing sound systems with the highest, most consistent, and predictable performance levels.

### **The Team You Will Join**

Sitting in the Sales & Sales Operations department, our Sales team dedicated to driving our business forward bears a lot of responsibility. Working together to develop our business through a matrix of dedicated channels and well-defined geographic regions, the team consistently provides L-Acoustics with new opportunities to grow (both with new clients and current ones).

We are looking for a driven Sales Manager for our Middle-East region to join this team and help focus the Sales effort on the Middle-East area.

**More Concretely, The Selected Candidate Will**

Effectively represent the L-ACOUSTICS brand, its values and corporate culture.

Travel in the region to drive company sales, develop and maintain business relationships with existing customers and pursue qualified new prospects.

Be responsible for the achievement of company goals in the region.

Assess current distributor performance vs market potential, make plans to close the gap in achieving the target.

Prospect for new end-users and venues in the territory.

Organize and execute small product demos (coaxial, constant curvature) as well as regional marketing events.

Participate in annual budget preparation for end users and customers outside of the Certified Provider network.

Maintain prospection lists and contacts in CRM database, support channel partners to convert leads to opportunities and manage the entire sales cycle.

Be involved in some key projects in the market, together work with local partners closely to close the deal.

Continuously add value to internal sales team meetings.

Regularly report to the Company, keeping the management team well informed by submitting required reports in a timely manner that document customer visits, weekly activities, and updates on the regional situation.

Obtain and transmit sales orders on behalf of L-Acoustics, manage the backlog orders.

Swiftly communicate sales quotations to customers and prospects.

Support the Company and the Group in its evolving commercial growth strategy.

**Work collaboratively with Sales Team, Sales Coordination, Business Development, Application Project, Marketing teams, and other key functions.**

Build peer support and strong internal relationships.

Work closely with salesoperation/supply chain/application engineer team to deliver bestcustomer experience in the region.

**The Regional SalesManager is expected to bring us the following skills andexperience:**

Minimum of 5 years of experience withsales in commercial Audio/video Sales (and or integrated systems)with a proven track record.

Experience withchannel management of systems integrators anddistributors

Middle-East regionalexperience

Candidate must be energetic,self-motivated, self-propelled and possess a desire towin.

Outstanding organization and follow-upskills.

Ability to sell premium products basedon features and benefits

A knowledge ofspecific vertical markets (install, integration markets) ispreferred.

Some knowledge of Audio/Video designand application would be aplus.

Bachelor's degree in businessis considered a plus.

Proficient in English andArabic

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