



KASTHALL



JOB TITLE:

HEAD OF DACH SALES

Location: Germany

Company: Kasthall.com

Reports To: VP – Head of global sales

ABOUT KASTHALL:

Kasthall is a leading luxury brand specializing in the design and production of high-end, handcrafted rugs and textiles. Our commitment to craftsmanship, quality, and innovation has made us a trusted name in both residential and commercial interiors worldwide. As we continue to expand our presence in the DACH region (Germany, Austria, Switzerland), we are looking for an experienced and driven Head of DACH Sales to lead and grow our sales efforts in this key market.

POSITION OVERVIEW:

The Head of DACH Sales will play a pivotal role in driving Kasthall's growth in the DACH region, developing and executing sales strategies, managing key client relationships, and expanding our customer base. This role requires a combination of leadership, sales expertise, and strong CRM capabilities to ensure effective tracking, engagement, and conversion of leads into long-term partnerships. You will be responsible for overseeing the regional sales team, setting targets, and ensuring the successful implementation of sales initiatives aligned with Kasthall's overall business goals.



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KEY RESPONSIBILITIES:

- **Sales Strategy & Leadership:**
 - Develop and execute a comprehensive sales strategy for the DACH region to meet company revenue and growth targets.
 - Lead, mentor, and manage a dynamic team of sales professionals to achieve individual and collective sales goals.
 - Identify new business opportunities, strategic partnerships, and key accounts within the DACH market.
- **Client Relationship Management (CRM):**
 - Utilize CRM tools (e.g., Salesforce, HubSpot, etc.) to track customer interactions, sales pipelines, and ensure data accuracy.
 - Lead the implementation and optimization of CRM processes to ensure high-level engagement and conversion across all client touchpoints.
 - Build strong, long-lasting relationships with key clients, architects, designers, and other stakeholders in the luxury interior market.
- **Sales Operations:**
 - Collaborate with marketing and product teams to align sales strategies with Kasthall's brand positioning and product offerings.
 - Monitor market trends, competitor activity, and customer feedback to continuously adapt and refine sales tactics.
 - Prepare and present regular sales reports, forecasts, and performance analyses to senior leadership.
- **Cross-Functional Collaboration:**
 - Work closely with the Operations and Logistics teams to ensure timely and efficient delivery of products to clients.
 - Support the development of sales training programs to ensure the team is knowledgeable and proficient in product offerings and CRM systems.



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REQUIRED SKILLS & QUALIFICATIONS::

- Proven experience (5+ years) in sales leadership roles, preferably within the high-end or luxury goods industry.
- Strong expertise in CRM systems (Salesforce, HubSpot, or similar), with a focus on data-driven decision making and pipeline management.
- In-depth understanding of the DACH market and its specific business dynamics.
- Strong network within the design, architecture, and luxury interior sectors in Germany, Austria, and Switzerland.
- Demonstrated success in achieving sales targets and growing market share in a competitive landscape.
- Excellent communication, negotiation, and interpersonal skills.
- Fluent in German and English; knowledge of Italian is a plus.
- Ability to travel across the DACH region as needed.

WHAT WE OFFER:

- Competitive salary and performance-based incentives.
- Opportunity to work with a renowned luxury brand in the interior design industry.
- Dynamic and supportive team environment.
- Professional growth and development opportunities.

HOW TO APPLY:

Application Instructions

Please send your CV and a cover letter describing your experience and interest in the role to our VP-Global Sales, Mr. Christian Skovhus – Christian.skovhus@kasthall.com We look forward to meeting motivated and talented individuals who are enthusiastic about contributing to Kasthall's continued success.

Kasthall is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.