



## Career Opportunity: Regional Sales Director Southwestern Ontario

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*POI is a workplace solutions company which focuses on creating spaces people want to go to.*

### **Position Summary**

Under the direction and guidance of the EVP Sales, the Regional Sales Director is a proactive, strategic, and relationship-driven leader responsible for inspiring high-performing sales teams, strengthening customer and influencer relationships, and partnering closely with suppliers. This role provides direction and insight to shape sales behaviors and drive consistent execution.

Accountable for regional growth, the Regional Sales Director delivers increased customer acquisition, revenue and margin growth, and expanded adoption of connected solutions, with a strong focus on Healthcare and Education markets. Developing sales talent and deepening client relationships are core to success.

As a trusted cross-functional partner, the Regional Sales Director collaborates internally and externally to drive efficiency and effectiveness, leading insights-led selling strategies that elevate the POI brand across A&D, real estate, general contractors, and end users - ultimately growing market share and profitability.

### **Competencies**

- Strong customer service orientation with a professional, positive approach
- Excellent verbal and written communication skills, including the ability to present and influence at all organizational levels, including executive and C-suite
- Highly organized with strong time-management skills and attention to detail
- Ability to prioritize, multi-task, and remain flexible in a fast-paced environment
- Self-motivated, resourceful, and able to perform independently while contributing effectively within a team
- Ability to perform well under pressure while maintaining accuracy and professionalism

### **General Responsibilities**

- Manage regional P&L performance in alignment with approved EBITDA targets
- Develop business opportunities within key market segments using insights-led selling across A&D, Real Estate, General Contractors, and end users
- Identify and prioritize target accounts within each segment to grow sustainable annuity business through defined account strategies
- Collaborate with regional team members to secure meetings with decision-makers and key influencers across target segments
- Represent POI through active participation in community and business development activities (e.g., Boards of Trade, charitable initiatives)
- Engage supplier partners and internal POI resources to support sales strategies and customer solutions



- Build and maintain collaborative, supportive relationships with POI regional and vertical market sales leaders
- Plan and execute educational, social, and product-focused events across all regional showrooms
- Support the marketing and specification of POI's workplace furnishings product portfolio, where appropriate
- Develop and maintain strong knowledge of POI suppliers' products and service offerings, including relocation and audiovisual services
- Maintain and continuously expand a professional network across A&D, Real Estate, General Contractors, and end-user markets
- Utilize the POI CRM system to track opportunities, manage pipelines, and document account and growth strategies
- Other duties as assigned

### **Your Skills and Experience**

- University or college education
- A minimum of 5 years' direct work experience in an external sales capacity or other related experience
- Proven ability to manage the full sales cycle from strategy and planning through to close
- Demonstrated ability to clearly articulate and position products and services, including competitive differentiation
- Strong listening, negotiation, and presentation skills
- Proven ability to influence, develop, and motivate others
- Proficient with Microsoft Office (Excel, Word, PowerPoint etc.)
- Must possess a valid driver's license

### **Work Conditions**

- POI's working environment is supportive of employee wellbeing, encourages collaboration and promotes continuous improvement on an individual and organizational basis
- Some travel to Steelcase Work Life - Toronto, client sites, etc.
- Based out of the POI LivingLAB – London and Kitchener

### **What We Offer**

- Talent experience that empowers our people with unlimited opportunities to do meaningful work and to grow, learn and lead at every point in their career
- Newly designed offices that offer unique workspaces that strengthen connections and inspire innovative ways of working