

Job Description

TITLE:	Commercial Manager
CLASSIFICATION:	Full Time
DIVISION:	Smartstone Australia
REPORTS TO:	State Manager / Sales Manager
LOCATION:	All
DATE REVEIWD:	October 2025

PURPOSE OF ROLE

To maximise the sales of Smartstone products through the effective management of commercial builders, developers, and key industry stakeholders across the state, in line with business plans and growth objectives.

KEY RESPONSIBILITIES

1	Build and maintain long-term relationships with developers, commercial builders, and industry stakeholders, focusing on key decision makers in each business segment.
2	Negotiate and administer Alliance Agreements (AA) and Preferred Supplier Agreements (PSA) with customers.
3	Identify and target projects through platforms such as BCI and Estimate One.
4	Manage the commercial sales pipeline by tracking projects, converting specifications to purchase orders or agreements, and maintaining accurate commercial forecasting.
5	Update records to reflect any changes to schedules, outstanding stock, or pricing.
6	Conduct client meetings and product presentations to ensure decision makers—such as project managers, design and construction managers, and contract administrators—have a full understanding of the Smartstone range and all specification opportunities are explored.
7	Complete required administration including sales reports, forecasting, CRM management, budget achievement, pipeline tracking, and reporting on key client activities and business outcomes.
8	Manage merchandising, sampling, and product updates, ensuring timely responses to sampling requests.
9	Participate in relevant marketing events and trade shows to promote Smartstone products and generate new leads.
10	Attend team sales meetings and actively contribute to portfolio growth, new business, and promotional initiatives.
11	Attend all weekly and monthly meetings and training as required by the business.
12	Promote and contribute to Smartstone’s culture and values through professional conduct.

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13	Ensure the health and safety of all staff, contractors, and customers by adhering to WHS practices, policies, and processes.
14	Assist in other duties as required and directed.
EXPECTED OUTCOMES & KEY MEASURABLES	
1	Achievement of monthly sales targets.
2	Accurate monthly project and builder volume forecasting by colour and quantity.
3	CRM database maintained with up-to-date information.
4	Achievement of monthly new business targets and growth of key accounts.
5	Consistent appointment call cycle.
6	Accurate and timely weekly/monthly reporting.

EXPERIENCE	QUALIFICATIONS
• Experience in sales and new business development. • Proven success in sales within residential and/or commercial building sectors. • Experience presenting to individuals and groups. • Technical/product knowledge in kitchen surfaces or similar. • Proficiency in Microsoft Office suite and CRM systems.	• Completed Year 12. • Tertiary qualifications in business, sales, or a related field are highly regarded.

SKILLS	BEHAVIOUR CRITERIA
• Excellent relationship-building and negotiation skills. • Strong presentation skills with the ability to communicate at all organisational levels. • High-level organisational and time management skills. • Ability to convert opportunities into sales and achieve targets.	• Self-motivated and proactive. • Reliable, trustworthy, and adaptable. • Results-driven with a collaborative approach. • Professional and effective communicator, both written and verbal.

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