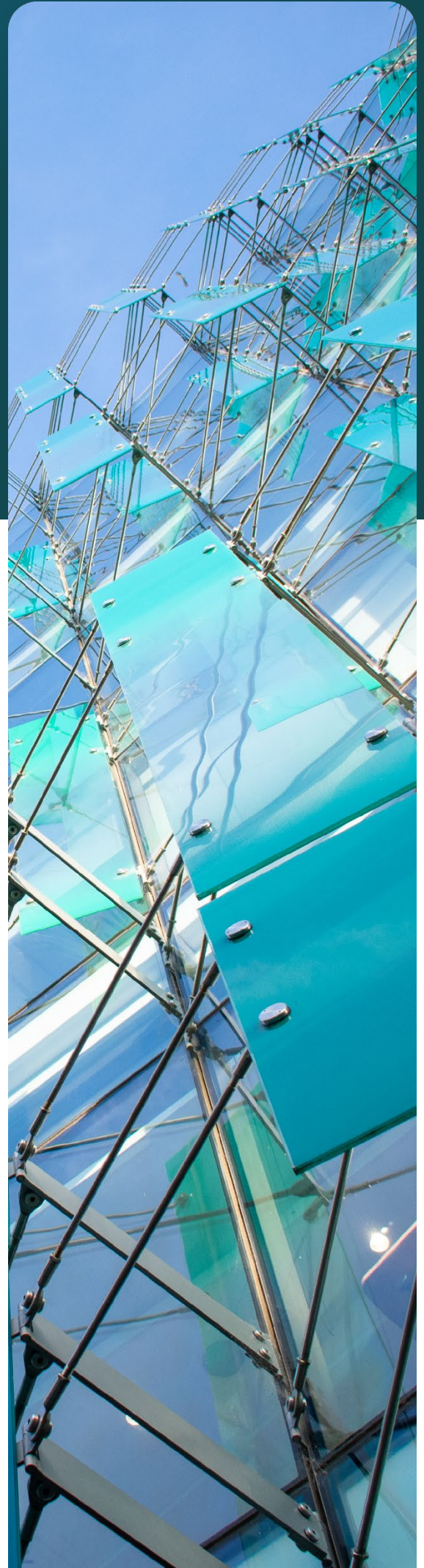




Decipher Group | Chief Sales Officer

Position Description and Additional Information

8 October 2026



Position Description | Chief Sales Officer

Field	Detail
Job Title	Chief Sales Officer
Job Family	Executive
Reporting To	Managing Director
Division	Sales
Direct Reports	Australasian Sales Managers
Location	- Christchurch HQ, New Zealand; - Incl. regular travel across the New Zealand and Australian showroom network.
Employment Type	Permanent full-time
Standard Hours	40 hours per week
Key Relationships	Internal - Managing Director; - Executive Team; - Australasian Sales Managers; - Showroom Managers; - Call Centre Manager; - Finance; - People and Culture; - Customer Care & Dispatch; - Purchasing; and, - Marketing. External - Suppliers and manufacturing partners on product, range, and sales support; - customers on escalated matters; - industry and retail networks. - Further external relationships TBA.

About The Company

The Company is a large retailer, operating across New Zealand and Australia. With a turnover of approximately \$150M and a team of over 100 people, we are a business of real scale with a culture where we act like a founder. Three values shape how we work: The Company is whānau, act like a founder, and here to win.

Why This Role Exists

Sales is where the Company promise to customers is kept or broken. As the business has grown to a showroom network across two countries, sales has sat within a broader commercial portfolio. The Chief Sales Officer gives the sales channel dedicated executive leadership, a voice at the executive table, and clear ownership of revenue and the customer journey.

The Chief Sales Officer owns revenue targets across the New Zealand and Australian showroom network and the customer journey from first enquiry through sale, handover, and post-sale follow-up. They set and execute a sales strategy aligned to The Company's strategic pillars, contribute the channel perspective to growth strategy, and lead through two Area Managers. Winning is measured across the full scorecard: sales, average selling price, subscription attachment, customer follow-up, and showroom standards.

The first chapter of the role is about building the system the channel runs on: embedding the scorecard and management rhythm, redesigning incentives with Finance and People and Culture, lifting Australasian Sales Manager capability, and setting the customer journey standard. Success depends on leading through leaders, so Australasian Sales Managers and Showroom Managers own their results while the Chief Sales Officer sets direction and removes barriers.

What You Lead

Role / Function	Scope
<i>Australasian Sales Managers</i>	• Direct reports: each Australasian Sales Manager owns area results, Branch Manager capability, and consistent execution across their stores. • The CSO holds them accountable for results and leadership quality and determines how areas are structured.
<i>Showroom Managers</i>	• Indirect: one per showroom across New Zealand and Australia. • Each owns the full store scorecard, team coaching, and showroom standards, and is led day to day by their Area Manager.
<i>Salespeople</i>	• Indirect: the frontline team converting email, phone, and walk-in leads, recommending the right products and subscriptions, and following through on every customer commitment.
<i>Channel Structure</i>	• Accountable for the future design of the sales channel, including area structure, roles, and capacity as the network grows.

Systems Environment

The sales channel operates on Greentree ERP for orders and commercial data. Lead management, quoting, subscription, and scorecard reporting tools are in place, but under review.

First-year technology priorities are being scoped, pending confirmation of the sales systems roadmap; the Chief Sales Officer is accountable for the accuracy and use of sales data across the channel on whichever platforms are in place.

Key Accountabilities

Responsibility Area	Key Activities and Duties
Sales Strategy and Growth	- Establish and execute a sales strategy aligned to The Company's strategic pillars, translating it into clear priorities, targets, and actions for every area and showroom. - Contribute the sales channel perspective to growth strategy with the Managing Director and the Executive Team, bringing evidence on customers, conversion, and market performance. - Forecast channel performance and flag risks and opportunities early.
Customer Journey	- Own the customer journey from first enquiry through sale, handover, and post-sale follow-up, and set the experience standard the channel delivers. - Work with the Chief Marketing Officer on lead quality and handover, the Call Centre Manager on phone enquiries, and Customer Care/dispatch on after-sales issues, so the customer experiences one joined-up Company. - Use customer feedback and recurring issues to remove barriers and lift the standard.
Channel Leadership	- Lead the channel through the Australasian Sales Managers, running a consistent rhythm of weekly check-ins, a monthly channel review, and a quarterly review of target fairness, capability, capacity, and incentive effectiveness. - Develop Australasian Sales Manager capability and build succession across the channel. - Address sustained underperformance promptly and fairly, working with People and Culture.
Health and Safety	- As an officer under the Health and Safety at Work Act 2015, exercise due diligence to ensure the Company meets its health and safety duties across the sales channel and meet equivalent officer obligations under Australian work health and safety legislation. - Understand the risks in the showroom network, including manual handling, product display, and customer areas, and verify that Area Managers and Store Sales Managers have the resources and processes to manage them. Model safe work and act on incidents and hazards without delay.

Responsibility Area	Key Activities and Duties
Respecting Diversity	• Ensure targets, lead allocation, rosters, and performance processes are fair and consistently applied, with targets reflecting role scope, leave, customer eligibility, and access to tools. • Build diverse teams using structured, criteria-based recruitment with People and Culture. • Uphold the Human Rights Act 1993 and Australian anti-discrimination legislation in every people decision.

Success Profile

1: Experience:

- Senior or executive sales leadership, with accountability for significant commercial outcomes.
- Growing revenue through a sales channel, including conversion, average selling price, attachment, or new customer segments.
- Leading teams across multiple sites or regions, including leading through other leaders.
- Setting sales strategy at a business or function level and translating it into operational delivery.
- Leading a team through significant organisational, process, or cultural change.
- Accountability for revenue targets and an operating budget, with P&L exposure an advantage.

2: Skills and Capabilities

Skill	What It Looks Like
Strategic Thinking	Connects daily channel activity to The Company's longer-term direction and competitive position and turns strategy into priorities the whole channel understands.
Problem Solving and Decision Making	Diagnoses the root cause of performance gaps across areas and showrooms, weighs the options, and makes sound calls under pressure.
Commercial and Financial Acumen	Reads sales, margin, and scorecard data fluently, spots trends early, and designs targets and incentives that drive the right results.
Communication and Influence	Persuades peers, the Managing Director, and frontline teams alike, adapting the message to the audience and building commitment across functions.
People Development and Coaching	Grows Australasian Sales Managers into strong leaders of leaders through structured feedback, observation, and deliberate development.

3: Behaviours

How you show up, day to day.

Behaviour	What It Looks Like
Accountable and Reliable	Does what they say they will do, on time and to the standard agreed, so peers and teams can depend on them.
Drives for Results	Sets high standards for the channel, owns the outcomes, and keeps going until the result improves.
Resilience under Pressure	Keeps composure and performance through trading peaks, setbacks, and difficult conversations.
Courageous Communication	Speaks the truth with care, raises concerns early, and invites the same candour from others.
Pace and Adaptability	Sustains performance in a fast-moving, multi-site business and adjusts quickly when conditions change.

4: Values Alignment

The Company Value	What It Looks Like in This Role
Here to Win	• Own the channel's revenue targets and performance across the full scorecard: sales, average selling price, subscription attachment, customer follow-up, and showroom standards. • Set targets and definitions within company delegations, and ensure incentive design, pricing policy, and reporting drive the behaviour the Company expects, working with Finance and People and Culture. • Report performance, material risks, and required decisions to the Managing Director and executive team.
Act Like a Founder	• Treat Company revenue, resources, and reputation as your own. • Make sound decisions at pace, backed by evidence, and ensure every channel-wide priority has an accountable owner and a review date. • Challenge the status quo when a better way exists and follow through until the result improves.
The Company is Whānau	• Build a sales culture where people are known, coached, and backed to succeed. • Recognise balanced performance and effective coaching, communicate openly with teams in both countries, and model candid, respectful challenge. • Look after the people who look after Company customers.

What Success Looks Like (First 12 Months)

- A sales strategy is agreed with the Managing Director and executive team, aligned to The Company's strategic pillars, and understood by every Area Manager and Store Sales Manager.
- The five-measure scorecard is embedded across New Zealand and Australia, with consistent definitions, reliable data, and a management rhythm running weekly and monthly.
- Channel revenue targets are delivered, with measurable improvement in average selling price, subscription attachment, and customer follow-up.
- Incentive design has been reviewed with Finance and People and Culture, and rewards performance across the full scorecard.
- Both Australasian Sales Managers lead through their Showroom Managers, with a documented capability plan and visible improvement in coaching quality.
- A customer journey standard is agreed with the Chief Marketing Officer, Call Centre Manager, and Customer Care, with recurring issues tracked to resolution.
- Sales systems and data requirements are defined and agreed with the executive team.
- Succession is identified for Australasian Sales Manager and key Branch Manager roles.
- Showroom health and safety risks have been reviewed across the network, with controls verified and officer due diligence evidenced.

Our Process



OUTREACH AND ADVERTISING | Applications close Friday 30th October

Potential candidates identified through targeted search; applications reviewed and responded to.



APPLICANT SCREENING | Late October

Initial screening of applications as they are received. This may include a discussion with candidates about their motivations for applying. We aim to run a timely and efficient process.



SELECTING AND SHORTLISTING | Early November

Once the role has closed our team will present the most qualified candidates to the client. Within this period, all applicants will receive notification of the status of their application.



CANDIDATE INTERVIEWS | Early to mid November

Decipher Group prioritises a robust and consistent interview framework, based on a behavioural and competency-based assessment. Candidates will be advised of the interview structure and who will be present on the panel. All interviewed candidates will receive prompt feedback and will be advised of next steps once we have debriefed with the interview panel.



VETTING AND DUE DILIGENCE | Mid November

We conduct thorough background checks and referencing to further assess competencies of preferred candidate/s. Decipher Group utilises a third-party provider for pre-employment and probity checks such as criminal history, qualification, employment history and bankruptcy. Our team will notify you in advance prior to us contacting your referees. Throughout the entire process, candidate confidentiality and privacy remain an absolute priority.



DECISION AND ONBOARDING | Late November

Following a rigorous evaluation, a conditional offer of employment will be made, subject to the completion of the above stage. Our team will communicate regularly with both the client and the successful candidate during this period. At the conclusion of the recruitment process, all remaining candidates will be notified, with the opportunity for feedback.

Chief Sales Officer – Set the Pace

- Lead sales performance and growth across NZ and Australia.
- Build exceptional sales leaders and teams who deliver
- Bring commercial depth, contagious energy and passion to win

About the business | Ambition with momentum

Our client is an entrepreneurial, privately owned retailer with an established Australasian presence and ambitious growth plans. Its products are considered purchases in the lifestyle and wellbeing space, where value, trust and confident advice influence the buying decision.

Exceptional marketing generates customer interest, and an established showroom network brings the experience to life. There is momentum to build on and significant opportunity ahead. Decisions happen quickly, people take ownership, and success is shared. This is a business for someone who loves pace, backs their judgement and follows through. Sound like you?

About the opportunity | Turn potential into performance

Reporting to the Managing Director and joining the executive team, you will bring dedicated leadership to the sales function. Your mandate is clear: shape the strategy, strengthen the leaders and lift results across New Zealand and Australia.

Leading through two Australasian Sales Managers, you will translate growth ambitions into a practical game plan that every showroom understands and executes. You will build the capability, discipline and confidence to turn strong customer interest into sustained commercial performance.

Your priorities will include:

- Setting and delivering a sales strategy that grows revenue, improves conversion and increases customer value.
- Developing sales managers into confident leaders who coach effectively and own their results.
- Strengthening training, incentives and performance rhythms to lift standards across the network.
- Working closely with marketing and operations to deliver a seamless customer experience that earns referrals and repeat business.
- Supporting Australian growth while strengthening performance across the established business.

You will be visible and involved: in showrooms, coaching leaders and selling alongside the team at trade shows. You will connect executive thinking with practical action and bring energy to both.

About you | Sales leadership with substance

You love sales - the craft, the coaching and the satisfaction of helping a team achieve more than it thought possible. You bring depth and breadth in sales leadership, with evidence of growing revenue, developing leaders and improving performance across multiple locations or markets. You understand

how to build a repeatable sales process and create a culture where ambition, accountability and customer care reinforce each other.

You will bring:

- Senior sales leadership experience with accountability for significant commercial results.
- The ability to set clear direction and execute through other leaders.
- Strong commercial judgement, using data to sharpen decisions and improve sales performance.
- A track record of lifting capability through coaching, training and clear expectations.
- Confidence contributing at the executive table, challenging constructively and building strong partnerships.

Consumer or retail sales experience would be valuable, particularly with considered purchases. Broader B2B experience would add perspective, and experience in the Australian market will be especially relevant. Above all, you bring passion, integrity and follow-through. You set high standards, have honest conversations and back your people to succeed.

How to apply

This is an opportunity to shape a sales function, influence business direction and deliver visible results in an ambitious business. Applications are welcomed from candidates based in New Zealand or Australia. Regular travel across both markets is integral to the role.

To make a time for a confidential discussion, contact Leanne Crozier at Decipher Group by txt to 021 245 2224 or email to leanne@deciphergroup.co.nz.

For a copy of the position description and to apply, visit the Decipher Group website on [Chief Sales Officer - Decipher Group](#).

Applications close: Friday 30th October but apply early – applications will be assessed as they are received

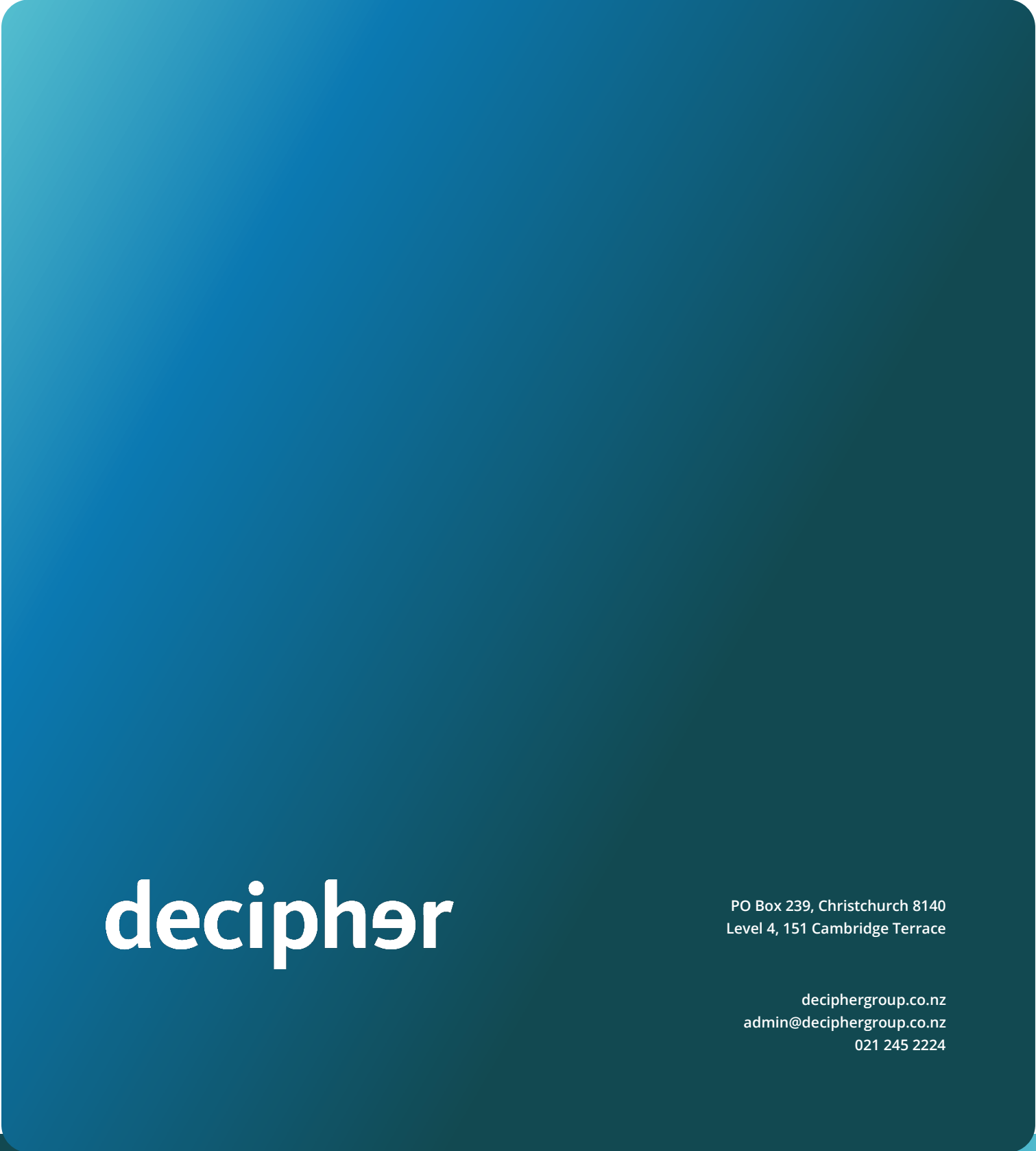
Please do not email us your CV and Cover Letter.
Please use the *Apply Now* link on our website.



Our Diversity, Equity and Inclusion Statement

Decipher Group cares deeply about helping individuals achieve their full potential and supporting organisations to thrive by working toward a more progressive future.

Fostering a culture of inclusion and belonging that truly values individual differences, backgrounds, and perspectives ignites creativity and new ideas – and this is part of what makes our team exceptional. For us, progress is the only goal worth benchmarking.



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PO Box 239, Christchurch 8140
Level 4, 151 Cambridge Terrace

deciphergroup.co.nz
admin@deciphergroup.co.nz
021 245 2224