

Brief

The Senator Group, headquartered in Accrington, United Kingdom, designs and manufactures a wide range of office furniture—chairs, tables, sofas, desks, and cushions—while also offering workplace consultancy services.

Director of International Sales, Darran Jones, was looking for someone to manage the region for them on a 100% subscription basis. The Rep's role would be to present the company to the design sector to ensure Senator was specified on projects and manage their existing dealer-distributor network, including opening and growing new partners where appropriate.

Solution

Darran selected a Regional Sales Manager from the Repserve pool of experienced B2B sales professionals for 100%, or full-time, allocation. After a few months, he doubled their representation by adding an Arabic-speaking Regional Sales Manager from Repserve for 100% allocation. The two RSMs managed different geographies to cover the whole of the Middle East.

Case Study: The Senator Group

The Senator Group—an independent, family-owned, office furniture manufacturer—was founded in 1976. Now one of the largest office furniture manufacturers in the world, Senator unites multiple brands together with a focus on exceptional service and manufacturing capability.



"Repserve's model served us perfectly when we needed a local presence in the Middle East, before we had the ability to employ people ourselves."

— Darran Jones

Result

- **The increased market penetration Senator experienced by having their own Regional Sales Managers through Repserve led to them opening their own state-of-the-art, licensed showroom in Dubai to service the Middle East market.**
- **Soon, both RSM's will be employed directly by The Senator Group.**

"As we continue our global growth, we will seek to partner with Repserve in the future to continue scaling in developing markets."
Darran Jones | Director of International Sales, The Senator Group