



JOB TITLE – BUSINESS DEVELOPMENT EXECUTIVE, Los Angeles

REPORTS TO – President

LOCATION – Field-based

DEPARTMENT– Sales

SCOPE OF JOB – Management of Regional Area

PURPOSE – Reporting to the President, your responsibility will be operating as the outside sales representative across the Zoffany, Sanderson, Morris & Co, Harlequin, and Scion brands. The Brand Development Executive is responsible for developing the residential and contract sales in the Los Angeles area, bounded by the northern counties of San Luis Obispo, San Bernardino and Kern and Orange County on the southern border, including Hawaii and Las Vegas, NV. In addition, you will partner and support our Los Angeles showrooms, Jasper and Una Malan, who represent our brands in the territory. You are responsible for achieving year on year growth sales targets through a customer centric approach.

RESPONSIBILITIES

- Develop strategic business plan for accounts and in conjunction with the Tri State Sales Manager.
- Travel throughout the Long Island territory (including Queens and Brooklyn) presenting product.
- Execute and drive strategic sales and business plan to achieve and exceed agreed sales targets within set expenditure budgets
- Provide excellent customer service by providing prompt follow through and creative solutions.
- Networking with the community and entertaining clients.
- Ensure that all brands are fully and appropriately represented in line with brand values.
- Identify new clients and maintain existing clients.
- Work closely with peers to optimise sales and representation.
- Be a clear and regular proactive source of communication between key accounts, the sales force and home office.
- Keep the business fully informed of competitor activity and general market information.
- Regular analysis of sales information for future business development.
- To understand and utilise appropriate social media in line with the Sanderson Design Group policy.
- Submit comprehensive monthly reports.
- Initiate and coordinate Vendor Shows to promote new and existing collections, when relative.
- Train peers when called upon.
- Help with customer complaints as requested by Customer Services.

MEASURES OF SUCCESS

- Achievement of sales budget year on year.
- Working within agreed expenditure budgets.
- Promotion, distribution, and presentation of the brands in the most effective and efficient manner and in keeping with the brand identity.
- Customer satisfaction.
- Timely reporting.

CONNECTING WITH OTHERS

- Sales Colleagues – working together to ensure optimum presentation and performance.
- Customers – Relationship management and business development
- Customer Service – Review level of service and feedback on performance
- Finance – Analysis and measurement of customers` performance
- Senior Management Colleagues – Sharing and driving performance



<p>QUALIFICATIONS</p> <ul style="list-style-type: none"> • Undergraduate degree from accredited university • Driver's license • Resides in the territory 	<p>EXPERIENCE & SKILLS</p> <ul style="list-style-type: none"> • Knowledge of terminology and specifications in the textile and wallcoverings field for residential and contract • Relationships with designers, specifiers, and home retailers in the territory • Strong analytical and numerical skills. You can build and explain financial models and have strong spreadsheet skills. Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel, and PowerPoint • Self-motivated and ability to work independently • Passion for design and trends • High level of taste in the field of interiors • Ability to travel with necessary materials throughout the territory • Five years of experience in textile and wallcoverings field. • Strong negotiation and problem-solving skills
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BEHAVIOURS

Strategic, passionate, articulate, collaborative, customer focused, disciplined, independent, team player, ambitious

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES/AGENT –	DIRECT REPORTS –
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –
INFLUENCE –	

I agree within reason to undertake other duties over and above those listed in the job description.