



Lead Sales Manager

We have an exciting opportunity for a Lead Sales Manager to join us and manage all Sales Managers and UK P&L. As Lead Sales Manager, you will be responsible for increasing sales revenues with existing customers as well as exploring new partnerships to maximise sales and profitability to achieve year on year growth; maintaining and developing existing customer relationships, understanding customer needs and searching for new ways to grow our sales in line with the sales strategy.

We are a collective of luxury interior brands, each with a special role to play, and two manufacturing brands (Anstey Wallpaper Company and Standfast & Barracks). At Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke and Scion and our purpose is 'to bring the beautiful into people's homes and lives'.

Responsibilities

- Lead the team effectively and efficiently with regular reviews on performance and providing support
- Identify hiring needs, assist with selection and training requirements
- Motivate, inspire, manage, mentor and develop responsible third parties and ensure they are equipped with the core competencies to manage and grow their business across all the designated areas of responsibility
- Deliver against sales targets within expenditure budgets and appropriate margins to achieve profitable sales
- Drive procurement of new accounts within your region in liaison with UK Sales Director and Brand Marketing
- Develop, execute and drive sales for all allocated customers in the region
- Maximise the potential with existing customers by understanding their needs and opportunities
- Work closely with the Customer Services teams to drive premium assignments sales across the region, effectively manage the relationship with all allocated customers through offering outstanding customer service as well as help with customer complaints
- Devise effective regional sales and marketing strategies to engage, develop and manage customers whilst building an effective and cohesive relationship
- Proactively manage our route to market for all new ranges within your region, adapting quickly to market changes
- Ensure all the brands are fully and appropriately represented in line with brand values, working closely with Brand Managers and the Marketing department
- Drive and secure new brand opportunities working in liaison with the UK Sales Director (across all Brands)
- Utilize WG360 to optimize sales opportunities
- Record, analyse, report, and administer using CRM to maintain comprehensive customer records
- Share and promote the vision and strategy of the business with key buyers/customers and ensure that they understand the DNA of each brand (across all Brands)



- Keep the business fully informed of competitor activity and general market information as well as report on market conditions and competitor activity
- Submit comprehensive monthly report
- Regular analysis of sales information for future business development
- Formulate, review, and implement the most effective journey plan
- Understand and utilise appropriate social media in line with the company's policy
- Attend industry events and conferences to generate new business leads

Measures of success

- Achievement of sales budget year on year for the assignment region – achieve profit
- Leading a team and people management KPI's
- Effective utilisation of Sales toolkit (including CRM and WG360) to drive sell through
- Promotion, distribution and presentation of the brands in the most effective and efficient manner and in keeping with the brand identity
- Delivery of KPI Targets including increase in Average Daily Sales and Orders
- Customer satisfaction
- Year on year incremental performance within existing accounts – achievement of target budgets
- Timely reporting

Skills & Experience

- Business related degree and/or equivalent preferred
- Ongoing CPD and up to date personal development plan
- Strong leadership and management skills with the ability to inspire sales teams
- Previous experience successfully managing sales teams, ideally from a similar industry
- Highly self-motivated individual, good at negotiating and have interpersonal skills with the desire to develop these skills further
- Proven sales management experience
- Relationship management skills and experience
- Strong business acumen and industry expertise
- Commercially and financially aware
- Ability to manage and negotiate with third parties, if needed
- Demonstrable ability to present, influence and communicate effectively at all levels of the business
- Self-driven, results orientated with a positive outlook
- Enjoy working in a team and closely with a number of internal stakeholders
- Strong analytical and numerical skills: can build and explain financial models and have strong spreadsheet skills (comprehensive computer skills including Microsoft Office, Outlook, Word, Excel, and PowerPoint)
- Excellent communication skills
- Professional sales training would be a strong advantage
- Proven track record of achieving targets and driving sales growth in a business
- Strong organisational skills with a problem-solving attitude
- UK/EU Drivers Licenses

If you wish to apply, please send your CV to jobs@sandersondesigngroup.com



About us

Sanderson Design Group is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products.

In 2020, we brought our portfolio of brands home to Sanderson Design Group, evoking the combined longevity and prodigious creative history of our brands. Sanderson Design Group describes the ebullience of our past endeavours. It sketches the outline of our future. A collective of quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion, Anstey Wallpaper Company and Standfast & Barracks.

Our purpose is "To bring the Beautiful into People's Homes and Lives". This has defined and shaped our brands since our very earliest days. The oldest brand in our arsenal, from where we derive the namesake of our group, began life in 1860, as an importer of fine French wallpapers to London. Arthur Sanderson & Sons Ltd played a pivotal role in defining English interior decoration tastes and its early success led to displaying designs at London's finest showroom, at Berners Street. Around this time in 1924, Arthur Sanderson & Sons Ltd were awarded The Royal Warrant, becoming "purveyors of wallpaper and paint" to the court of George V.

We recognise that each one of our brands contributes a unique chapter to our story. It is why we represent the full spectrum of British interior design, catering from cutting-edge sleek modern styles, to the hearty warmth of traditional forms. Our decision to rebrand as Sanderson Design Group in 2020 is our way of paying homage to our rich history, as well as marking our path towards a new future. As custodians of over 160 years of design experience, we are proud to Bring the Beautiful into People's Homes and Lives. We are Sanderson Design Group.