



Proactive Sales Executive

We have an exciting opportunity for a Proactive Sales Executive to join us. As Proactive Sales Executive, you will optimize existing customer relationships to drive sales performance and to deliver year on year growth for our smaller turnover customers.

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

- Develop and implement tailored sales strategies that address the unique needs of smaller turnover customers, with a special focus on maximising the placement of pattern books in the marketplace (vital for engaging trade customers who may not have regular visits from our road sales team)
- Contact customers to review performance, understand current projects and offer appropriate sampling - promote and sell in existing and new collections
- Understand customer needs and wants to be able to approach and maximise sales opportunities
- Secure future business with customers through appropriate service and support
- Develop and deliver an appropriate customer contact strategy utilising all contact tools
- Deliver world class customer service, maximising sales opportunities
- Input customer feedback and actions into CRM
- Work closely with the Customer Service team to ensure completion and accuracy of all orders and sample requests
- Follow up on calls / emails made
- Analyse performance and provide data insight to further calls
- Submit regular accurate reports and monitor sales performance with the Head of Customer Service and the UK Sales Director
- Complete all required administration associated with the role
- Deliver against your own targets as a part of the sales team
- Employ effective sales techniques to promote products, upsell, and cross-sell, ensuring each interaction aims at building a stronger business relationship

Measures of success

- Achievement of sales budget and growth year on year- budget achievement
- Working within agreed expenditure budgets
- Customer satisfaction
- No of calls and emails per day
- Time taken per call
- Sales success according to determine budgeted plan sales



Skills & Experience

- Educated to GCSE A-C level as a minimum and/or equivalent
- Proven sales experience, in call centres and/or mail order catalogues
- Excellent customer experience skills
- Strong business sense and industry expertise
- Experience working with products and demonstrating product knowledge
- Experience building long term business relationships
- Self-driven, results orientated with a positive outlook
- Excellent IT skills, including MS Office skills
- Experience using CRM and WG360
- Outstanding verbal, written and presentation skills

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.