



## **Showroom & Account Executive**

We have an exciting opportunity for a Showroom & Account Executive to join us. As Showroom & Account Executive, you will provide excellent customer service to all visitors and assist with running the showrooms as well as implement Brand accounts sales strategy with a selection of existing customers to maximise sales and profitability.

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**

#### Showroom responsibilities:

- Maintain an outstanding presentation of the Sanderson Design Group (SDG) brands at all times
- Ensure all SDG Brands are fully and appropriately represented to an excellent standard within the showroom at all times
- First class knowledge, promotion and presentation of SDG brands
- Ensure all visitors to the showroom understand the DNA of each SDG brand and what is they to offer
- Advise customers based on their requirements, utilizing collection books, brochures and other marketing materials, discussing range, specifications and samples
- Provide visual assets and mood boards to communicate design schemes and confirm orders with clients (upselling and cross-selling)
- Follow up on all design appointments with visual assets, quantities, costs and lead times
- Proactively source products for customers as required and operate an efficient sampling service
- Acknowledge and assist existing customers whilst gathering new leads which can be forwarded to the relevant Brand Development Executive
- Provide support and liaise professionally with office-based colleagues and Brand Development Managers as and when appropriate
- Use CRM and WG360 where appropriate
- Assist in the planning and execution of showroom events
- Have an active role in all showroom meetings, offering feedback on competitor and customer activity, new collections and any possible opportunities for the showroom
- Complete individual tasks and set objectives in a timely manner

#### Account Executive responsibilities:



- Implement the SDG Brands accounts sales strategy with a selection of existing customers to maximise sales and profitability
- Provide sampling and patterning to existing customer base for all new launches and when required
- Work closely with the Business Development Managers to maximise sales with their customers
- Deliver exceptional service on a portfolio of customer accounts
- Operate as the lead point of contact for any matters specific to the customers, a primary desk contact
- Engage in project management duties
- Deliver product presentations virtually to customers
- Deliver sales strategies to customers via phone, virtually or in person
- Work to KPI's and key targets
- Attend meetings with customers onsite
- Negotiate sales and agreements to maximise profit
- Clearly communicate the progress of initiatives to management
- Forecast and track key account metrics e.g., quarterly sales results and annual forecasts
- Feedback all suggestions for improvement and market research to management
- Work under pressure and be able to prioritise, along with working efficiently and accurately

#### **Measures of Success**

- Year on year incremental performance with existing accounts
- Year on year sales growth in line with targets
- Customer satisfaction - monthly showroom and sampling statistics
- Effective and appropriate understanding and representation of all brands achieved
- New customers and project lead generation, providing Return on Customer Visit
- Detailed objectives achieved
- Timely reporting as requested

#### **Skills & Experience**

- Educated to GCSE A-C level as a minimum and/or equivalent
- Ideally BSc/BA in Business Administration, Finance or relevant field and/or equivalent
- Formal sales training would be a strong advantage but not essential
- A passion for our brands & products and knowledge of Interior Design (essential)
- Excellent interpersonal communication and presentation skills (essential)
- Excellent written communication skills, sound administration ability
- Strong verbal communication skills with confidence in dealing with clients at all levels
- Highly self-motivated individual, self-driven, results orientated with a positive outlook
- Able to prioritise and work under pressure; efficiently and accurately
- Good negotiation skills
- Demonstrable ability to present, influence and communicate effectively at all levels of the business
- Self-driven, results orientated with a positive outlook



- Strong analytical and numerical skills
- Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel and PowerPoint

If you wish to apply, please send your CV to [jobs@sandersondesigngroup.com](mailto: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.