



Proactive Sales Executive.

We are seeking a highly motivated and results driven Proactive Sales Executive to support the growth and development of our trade customer base. The successful candidate will be responsible for delivering exceptional service, identifying opportunities through data driven insights, and implementing effective contact strategies to strengthen customer relationships and achieve sales targets.

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. This strategy is vital for engaging trade customers who may not have regular visits from our road sales team.
- Contact customers to review performance, understand current projects being worked on and offer appropriate sampling and 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 a world class customer service maximising sales opportunity.
- 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.

Connecting with others.

- Sales Colleagues - Work together with relevant stakeholders to ensure optimum 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.

Skills & Experience.

- Proven sales experience, on 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 and a positive outlook.
- Excellent IT skills, including MS Office skills.
- 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.