



JOB TITLE – Showroom Executive

REPORTS TO – Head of Showroom

LOCATION – Chelsea Harbour & Voysey House

DEPARTMENT– Showroom

RESPONSIBILITIES – SHOWROOM

Showroom Excellence & Operations

- Maintain a polished, inspiring showroom that reflects the prestige of the SDG brands.
- Ensure every visitor connects with the DNA and story of each brand.
- Oversee stock, orders, and sampling to guarantee smooth service and client satisfaction.
- Support both London showrooms, bringing consistency and flexibility across locations.

Client Experience & Creative Service

- Deliver a standout welcome and hospitality that makes every client feel valued.
- Provide expert guidance, using collection books, brochures, and materials to match client needs.
- Create visual assets that help clients envision schemes and confidently confirm orders.
- Proactively source products and follow up with tailored proposals, costs, and lead times.
- Balance multiple demands under pressure while safeguarding an exceptional customer journey.

Sales & Client Growth

- Identify opportunities to upsell, cross-sell, and close sales across a wide client base.
- Strengthen long-term relationships with existing clients while actively growing new business.
- Keep CRM records accurate and insightful, supporting engagement and future sales.
- Promote SDG's omnichannel platforms to expand reach and client access.
- Stay driven by results, targets, and commercial impact.

Collaboration, Strategy & Events

- Contribute ideas and insights in team meetings, highlighting trends, competitors, and opportunities.
- Support the planning and delivery of showroom events that showcase collections and inspire clients.
- Assist with daily scheduling and operations to keep the team running smoothly.
- Track and share KPIs to measure success and identify areas for growth.

Personal Effectiveness & Contribution

- Deliver objectives on time with accountability and initiative.
- Prioritise effectively under pressure, maintaining both efficiency and accuracy.
- Bring positivity, creativity, and solutions-focused energy to the team.

MEASURES OF SUCCESS

- *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.*
- *TEAMWORK – one team*

CONNECTING WITH OTHERS

Effectively collaborate across the business to develop strong relationships with internal and external stakeholders e.g.

INTERNAL

- MARKETING TEAM
- LEADERSHIP TEAM

- COMMERCIAL TEAMS
- CUSTOMER SERVICES
- INTERNATIONAL DIVISIONS

QUALIFICATION

- Educated to GCSE A-C level as a minimum.
- Candidates with Interior Design training are preferred.
- Formal sales training would be a strong advantage but not essential.

EXPERIENCE & SKILLS

- A passion for our brands and products coupled with excellent interpersonal communication and presentation skills are essential.
- Excellent communication skills, with sound administration.
- Strong verbal and written communication skills with confidence in dealing with clients at all levels.
- Highly self-motivated individual, good at negotiating.
- Demonstrable ability to present, influence and communicate effectively at all levels of the business.
- Self-driven, results orientated and a positive outlook.
- Strong analytical and numerical skills. Comprehensive computer skills including Microsoft Office, Outlook, Word, Excel and PowerPoint.
- Organised, methodical and proactive.

BEHAVIOURS

- Energy, Professional, Proactive, Dynamic, Organised, Initiative, Creative, Confident, Flexible

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS –
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –

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