

JOB TITLE: Sales Executive - Showroom

POSITION REPORTS TO: Sales Manager

Company Overview:

Nordic Homeworx is a leading wood flooring company that specializes in providing high-quality wood flooring solutions to residential homeowners, commercial clients, designers, architects, fit-out contractors, and developers. With a commitment to excellence and innovation, we take pride in offering a wide range of wood flooring options to suit diverse needs and preferences.

Position Overview:

We are seeking a dynamic and results-oriented Sales Executive - Showroom to join our sales team. The Sales Executive will play a pivotal role in driving business growth by managing reactive leads generated through marketing efforts and establishing a portfolio of proactive commercial customers. The ideal candidate should have a passion for sales, excellent communication skills, and a strong ability to understand and fulfill the needs of our clients.

SALES RESPONSIBILITIES:

- **Manage Reactive Opportunities:** Handle and respond to incoming reactive opportunities generated through marketing endeavors promptly and effectively.
- **Customer Portfolio Development:** Actively build and manage a portfolio of commercial customers, including designers, architects, fit-out contractors, and developers.
- **Client Engagement and Flooring Solutions:** Engage with potential clients to comprehensively understand their specific flooring requirements and provide expert recommendations that result in robust specifications.
- **Exceeding Sales Targets:** Set and consistently surpass key performance indicators (KPIs) and sales targets to drive portfolio growth and contribute to the company's success.
- **Effective Product Presentation:** Skillfully present the company's wide range of flooring products and services, emphasizing their unique benefits and value propositions.
- **Client Relationship Building:** Cultivate and nurture strong and enduring client relationships to stimulate repeat business and foster customer loyalty.

- **Strategic Collaboration:** Collaborate closely with the Sales Manager to ensure alignment of sales strategies, targets, and goals with the overall company objectives.
- **Project Lifecycle Collaboration:** Work in tandem with the Project Management Office throughout the entire opportunity and project lifecycle, ensuring seamless project execution and customer satisfaction.
- **Coordination and Communication:** Collaborate with the Sales & Project Coordinator to maintain efficient customer communication, schedule meetings, prepare proposals, and diligently update the CRM system.
- **Industry Insight:** Stay well-informed about prevailing industry trends, product updates, and the competitive landscape to remain a subject matter expert.
- **Precise Record-Keeping:** Maintain accurate and up-to-date records of customer interactions, sales activities, and progress within the CRM system.
- **Industry Presence:** Actively participate in industry events, trade shows, and networking opportunities to expand the company's presence and clientele.

SHOWROOM RESPONSIBILITIES:

- **Maintain Showroom Presentation and Client Interaction:** Responsible for showroom coverage on designated days to uphold its presentation and cater to potential clients.
- **Manage and Update Display Sample Boards:** Oversee the regular maintenance and updates of display sample boards to accurately showcase available flooring options.
- **Collaborate for Showroom Enhancement:** Work closely with the sales team and management to propose improvements optimizing the showroom layout and enhancing customer engagement.
- **Foster Positive Showroom Atmosphere:** Contribute to creating a positive and engaging atmosphere within the showroom, reflecting the company's dedication to excellence and customer satisfaction.

QUALIFICATIONS / KEY SKILLS REQUIRED:

- Bachelor's degree in Business, Marketing, or a related field (preferred but not required).
- Proven experience in a sales role, preferably in a similar industry or related field.
- Strong interpersonal and communication skills with the ability to build rapport and maintain client relationships.
- Results-driven mindset with a track record of meeting or exceeding sales targets.
- Self-motivated, proactive, and capable of working independently.
- Excellent organizational skills and attention to detail.
- Familiarity with CRM systems and Microsoft Office Suite.
- A valid driver's license and willingness to travel to meet clients and attend industry events.
- Knowledge of wood flooring products, materials, and installation processes is a plus.

BENEFITS:

- Competitive base salary plus commission and performance-based incentives.
- Comprehensive training and ongoing professional development.
- Opportunity to work with a dynamic and collaborative sales team.
- Access to company resources and support to excel in the role.
- Potential for career advancement within the sales team.

If you are a motivated individual with a passion for sales and a desire to contribute to a growing wood flooring company, we invite you to apply by submitting your resume and a cover letter detailing your relevant experience and why you're a strong fit for this role.