

# Sales Support Executive

## Company Overview:

**Nordic Homeworx** is the exclusive distributor of Kährs, a renowned Swedish flooring brand, in the United Arab Emirates. We specialise in providing high-quality, sustainable flooring solutions to residential and commercial clients across Dubai and beyond. With a commitment to excellence and a passion for delivering exceptional service, Nordic Homeworx is dedicated to enhancing living and working spaces through beautiful, durable flooring solutions.

## Position Overview:

As a **Sales Support Executive** at Nordic Homeworx, you play a key role within the Sales Support Team by guiding a team of Sales Coordinators while also providing structured and reliable executive support to the Head of Sales.

You support the planning and prioritisation of the Sales Coordinators' daily activities and provide ongoing guidance to ensure timelines and service standards are met. You are actively involved in day-to-day sales support, including scheduling, documentation, follow-ups, and CRM updates, working alongside the team to ensure consistency and accuracy.

Working closely with the Head of Sales, you coordinate calendars, meetings, and follow-ups, ensuring that priorities, deadlines, and actions are clearly tracked and communicated. Acting as a central point of coordination, you help manage the flow of information between the Head of Sales and the wider Sales and Operations teams, supporting effective collaboration and follow-through.

## Responsibilities:

### Team Support and Coordination

- Guide and support the Sales Coordinators by setting priorities and allocating tasks as needed.
- Offer day-to-day guidance and support to Sales Coordinators to ensure consistency, accuracy, and adherence to agreed processes and service standards.
- Support with onboarding and training of Sales Coordinators on sales processes, CRM usage, and internal workflows.

### Executive Support to the Head of Sales

- Coordinate executive scheduling, incl. managing calendars, meetings, and follow-ups for the Head of Sales

- Assist in preparing sales reports, presentations, and meeting materials for internal reviews and meetings.
- Act as a point of coordination between the Head of Sales, the wider Sales team, Operations, and other internal teams to support clear communication and follow-through.

#### **Client & Sales Support**

- Coordinate client communications, ensuring timely and professional responses to inquiries from homeowners, interior designers, contractors, etc.
- Schedule client consultations, showroom appointments and meetings
- Prepare, review, and send proposals, quotations, and other sales documentation accurately and on time.
- Track and follow up on leads and ensure all opportunities are properly tracked, documented, and updated in the CRM system.

#### **CRM & Data Management**

- Ensure client, opportunity, and project data in the CRM system (Daylite) is accurate, complete, and up to date.
- Support consistent CRM usage across the Sales Support and wider Sales teams by adhering to agreed processes and best practices.
- Generate sales reports, pipeline updates, and data summaries from the CRM to support visibility and planning.

#### **Collaboration**

- Work closely with the Sales Support Team and wider Sales Organisation.
- Collaboration with Operations throughout the project lifecycle

#### **Education:**

High school diploma or equivalent; Associate's or Bachelor's degree in business or a related field is a plus.

#### **Experience:**

- Proven experience in a sales support, sales administration, or coordination role
- Experience supporting multiple stakeholders in a fast-paced sales environment
- Previous experience guiding or coordinating the work of others is an advantage
- Experience providing administrative or organisational support to senior leadership is a plus

#### **Skills & Competencies:**

- Strong organisational and coordination skills with the ability to manage multiple tasks and deadlines effectively
- Proactive and reliable, with the ability to work independently while supporting a team
- Excellent written and verbal communication skills
- Self-motivated, proactive, and able to work independently while supporting a team.

- Proficiency in CRM systems and Microsoft Office Suite.
- Confident in coordinating people, information, and processes
- Strong proficiency working with CRM systems (Daylite preferred) and the Google Workspace (Docs, Sheets, Slides, Drive) or Microsoft Office Suite.
- Knowledge of wood flooring products and installation processes is a plus.

### Why join us?

At Nordic Homeworx, our culture is rooted in trust, care, excellence, and sustainability. We foster an environment where people feel empowered, supported, and confident in taking ownership of their work. Respect and empathy guide how we collaborate, while a commitment to high standards drives us to consistently deliver quality and seek continuous improvement. As partners of a leading eco-conscious flooring brand, we are dedicated to sustainable practices that make a positive impact. Together, these values create a workplace where you can grow, feel inspired, and build a meaningful long-term career.

### How to apply:

Interested in joining a team where your work truly matters? Send your CV and a short cover letter to [careers@nordichomeworx.com](mailto:careers@nordichomeworx.com) and tell us why you'd be a great fit for the Sales Support Executive role. We look forward to hearing from you!