Sales 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 Executive** at Nordic Homeworx, you will be the first point of contact for clients visiting our showroom and the driving force behind converting inquiries into successful projects. You will guide homeowners and walk-in clients through product selection, design options, and purchasing decisions, while also supporting freelancers, small-scale interior designers and contractors in bringing their projects to life.

Your role is hands-on, fast-paced, and relationship-driven, requiring a mix of product expertise, excellent communication, and a passion for creating outstanding client experiences. You will work closely with your manager and the wider Sales and Operations Team to ensure every client interaction reflects Nordic Homeworx's values of trust, care, excellence, and responsibility.

Responsibilities:

Client Engagement & Sales

- Handle and respond promptly and effectively to incoming reactive opportunities generated through marketing endeavours.
- Actively build and maintain relationships with homeowners, freelancers, industry partners and small-scale interior designers.
- Engage with potential clients to comprehensively understand their specific flooring requirements and provide expert advice on flooring options and design solutions tailored to each client's needs.
- Achieve sales targets, key performance indicators (KPIs) and revenue goals to drive portfolio growth and contribute to the company's success.
- Use expert knowledge of Nordic Homeworx's range of wood and LVT flooring solutions to tailor every sales consultation to the client's aesthetic preferences, functional needs, and lifestyle.
- Build lasting client relationships by providing personalised guidance, attentive follow-up, and a seamless experience.
- Represent Nordic Homeworx at industry events, trade shows, and networking opportunities to expand the company's presence and clientele.

Showroom

- Maintain and enhance showroom presentation to ensure a welcoming, professional, and inspiring visitor experience.
- Update and manage flooring display boards to reflect current product ranges in collaboration with the Customer Experience Team.
- Enhance Showroom Experience by suggesting and implementing improvements.

Collaboration and Reporting

- Work closely with the Residential Sales Team and wider Sales Organisation. Partner with Sales Coordinators to ensure smooth client communication and support the preparation of proposals.
- Collaboration with Operations throughout the Project Lifecycle.
- Maintain accurate and up-to-date records of client interactions, proposals, and sales activities in the CRM system.

Qualifications / Requirements

Education:

Bachelor's degree in Business, Marketing, Interior Design, or a related field (preferred but not required).

Experience:

- Minimum 2-3 years of experience in a sales role, preferably in a similar industry or related field.
- Proven track record of achieving sales targets and driving portfolio growth.
- Experience engaging with homeowners, walk-in clients, freelancers, or small interior designers is a plus.

Skills & Competencies:

- Strong interpersonal and communication skills, with the ability to build rapport, establish trust, and maintain lasting client relationships.
- Results-oriented mindset with a focus on delivering exceptional customer experiences.
- Self-motivated, proactive, and capable of working independently while collaborating effectively with the team.
- Excellent organisational skills and attention to detail, managing multiple client interactions and follow-ups efficiently.
- Proficiency in CRM systems and Microsoft Office Suite.
- Valid driver's license and willingness to travel for client meetings and industry events.
- Knowledge of wood flooring products, materials, installation processes, and residential design trends 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 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 and tell us why you'd be a great fit for the Sales Executive role. We look forward to hearing from you!

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