Sales Coordinator

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 Coordinator** at Nordic Homeworx, you will play an essential role in supporting the Trade & Specification Sales team and ensuring a smooth, well-organised client journey from first inquiry to project handover. You will act as a key link between clients, sales executives, and internal teams, managing the administrative and coordination aspects of the sales process.

You will be responsible for coordinating client communication, scheduling appointments, preparing proposals and documentation, and maintaining accurate CRM records. You will support the Trade & Specification Sales Team in progressing opportunities, organising follow-ups, and ensuring that information flows seamlessly between teams so every client interaction reflects Nordic Homeworx's values of trust, care, excellence and responsibility.

Responsibilities:

Client & Sales Support

- **Coordinate Client Communications:** Assist the Sales Team in managing and organising all client communications, ensuring timely and professional responses to inquiries from interior designers, contractors, end-users, etc.
- **Schedule Consultations and Meetings:** Organise client consultations, showroom appointments, and follow-up meetings as required to support an efficient sales process.
- **Prepare Sales Documentation:** Prepare, review, and send cost proposals, submittal documents and other sales documentation accurately and on time.
- **Track and Follow Up on Opportunities:** Follow up on leads and ensure all opportunities are properly tracked, documented, and updated in the CRM system.

Showroom & Event Support

- **Showroom Presentation:** Assist the Sales Team in maintaining showroom presentation to ensure a welcoming, professional, and inspiring visitor experience.
- **Event Planning:** Support with planning and coordination of showroom events, client activations, or partner engagements.

Project Coordination

- **Complete Project Handover Forms:** Fill out project handover forms and schedule internal handover meetings to ensure clear project transitions.
- **Update CRM Records:** Assist in keeping the Daylite CRM updated for transparent project status communication.
- **Coordinate Project Documentation:** Collaborate with Project Coordinators and internal teams to manage administrative documentation efficiently.
- **Maintain Project Records:** Contribute to maintaining accurate project records and documentation.

Reporting and Collaboration

- **Maintain Client Records in the CRM:** Maintain accurate and up-to-date records of client interactions, proposals, and sales activities in the CRM system.
- **Collaboration within the Sales Team:** Work closely with the Trade & Specification Sales Team and wider Sales Organisation.
- **Collaboration with Operations throughout the Project Lifecycle**: Assist with collaboration with Operations to ensure smooth project execution from inquiry to completion.

Qualifications / Requirements:

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 an administrative or support role, preferably in a sales environment.
- Experience in customer service is a plus.
- Previous experience in the flooring, interior design, construction, fit-out or building materials industry is preferred.

Skills & Competencies:

- Strong organisational skills with keen attention to detail.
- Excellent written and verbal communication skills for effective coordination with clients and internal teams.
- Self-motivated, proactive, and able to work independently while supporting the sales team.
- Ability to manage multiple tasks and deadlines efficiently.
- Proficiency in CRM systems and Microsoft Office Suite.

Technical Knowledge (Preferred):

Knowledge of wood flooring products and installation processes is a plus.