

## **BUSINESS DEVELOPMENT EXECUTIVE**

### **THE ROLE**

Reporting to the Sales Director, the BDE will be accountable for managing and developing the Wales & West Midlands account base consisting of a variety of business types such as retailers, interior designers, hoteliers and property developers, whilst providing the highest level of customer service and support as well as meeting or exceeding all sales and business objectives.

### **OBJECTIVES AND RESPONSIBILITIES**

#### **Business development and customer sales -**

- To develop and implement strategies to grow annual sales revenues organically via enhanced sales support and excellent customer service.
- To assess the existing account base to ensure the right businesses are supplied, all accounts are commercially viable and the market position is maintained.
- Assessing and approaching new business.
- Ensuring seasonal buying patterns are established with all retail accounts.
- Attend seasonal trade fairs and encouraging and increasing customer attendance and sales.

#### **Communication and Information –**

- To communicate enthusiastically to customers about the company's product and services as well as educate customers about new product ranges and trends ensuring a professional company and brand image is provided.
- To work alongside other creative people and businesses and continually inspire the customers and account base.
- Ensure effective internal communications both within the sales team and across the organisation.
- To provide regular reports containing accurate information on relevant matters to the directors and senior management team in a timely and accurate manner.
- Report to and meet with the Sales Director as and when needed.

#### **Knowledge –**

- To ensure regular showroom visits are undertaken in order to build on product knowledge and keep up to date with new product launches and collections.
- To be aware of current trends as well as awareness of the interior industry and competitors.
- To take responsibility for own personal development in line with agreed annual performance objectives.

### **KEY SKILLS REQUIRED**

- Ideally have experience within the Interior Design industry and a passion for interiors and the industry.
- Must have past experience in a customer facing role and have the ability to form strong and mutually beneficial business relationships with a diverse account base.
- The ability to be self-driven and have the ability to work independently and creatively as well as working in a team.
- Must be a strong communicator and influencer.
- Results driven with good business judgement as well as being commercially aware.
- Tenacious, highly energised and self-motivated in order to independently plan weekly schedules.
- Ability to work under pressure and meet deadlines.
- Ability to interpret and utilise data to contribute to strategic decisions.

#### **CANDIDATE REQUIREMENTS –**

- To have worked in or qualified in Interior Design/ Design/ Homewares
- Have experience in a customer facing role
- Located in or around SY, LD postcode area
- Have a full UK, clean driving license