**JOB DESCRIPTION**

**SALES Executive**

**PURPOSE OF THE POSITION**

Responsible for sales in the retail store. This is primarily consumers but also trade customers when necessary.

**RESPONSIBILITIES**

Primary responsibilities and necessary attributes include:

* Generating sales from all enquiries that come through the store and passing leads to the appropriate department.
* Being confident and proactive with ideas that generate new business.
* Demonstrating exceptional customer service.
* Working to group targets.
* Ability to understand the William Yeoward brand ethos and what is trying to be achieved at all times.
* Being able to adapt their sales technique to the diverse customer demographic of William Yeoward.
* Is a brand ambassador displaying a professional attitude in all they do so as to reflect William Yeoward in a positive way at all times.
* Understanding the differences between our trade and retail customers and treating them accordingly.
* Utilising the company database to increase sales on regular basis.
* Ensuring that the store is kept to the highest standard at all times and assisting in all store moves.
* Being an effective communicator so that customers and colleagues are updated on all relevant information.
* Escalating customer issues to the General Manager.
* Managing time/emails effectively so as to maximise shop floor cover.
* Offering consultation services to clients on site when required and using this to maximise sales opportunities.
* Ensuring the fabric sampling service is kept up to date in store.
* Is responsible for helping to manage stock control, stock room, is active in all stock takes and related issues.
* Assisting with all press loans where necessary.
* Showing flexibility when it comes to the needs of the business.
* Displaying a proactive attitude at all times.
* Impeccable image.

**Reporting to**

The General Manager

Please forward a covering letter and CV to Adam Smith[*asmith@williamyeoward.com*](mailto:asmith@williamyeoward.com)