

**Job Title:** BDM London and Showroom Manager

**Responsible to:** Commercial Director

**Main purpose:** The BDM London will drive sales through the identification of target accounts, the development of client relationships, the identification of sales opportunities and the creation of specifications to support the growth of the business. To manage the smooth running of the showroom ensuring that the brand reputation is maintained.

### **Principal Duties and Responsibilities:**

#### **Showroom**

- Working with the Sales & Marketing team to identify prospective clients and inviting those individuals/organisations, along with existing clients to showroom events
- Collating and reporting the number of showroom visitors and using this data to drive business decisions
- Supporting the smooth running of showroom events - both organising and attending
- Merchandising the product range displayed in the showroom to maximise sales
- Maintain the samples stock level, fulfilling sample orders and keeping detailed records of samples sent and following up on potential opportunities
- Maintaining the showrooms standard of appearance, ensuring that catering supplies and marketing materials are replenished at all times
- As a key touch point for the business, supporting the wider team by promoting Lincrusta to new prospective customers that visit the showroom and forwarding the lead to the relevant person.

#### **Business Development**

- Develop and implement a business development strategy to engage with identified prospect studios to drive sales in line with business objectives
- Lead generation – identify new clients through research and networking. Develop relationships with prospective clients and 3rd parties, including: retailers, ID studios, installers/fitters and contractors. Ensuring that they have the appropriate tools to work with (samples and marketing materials).
- Specification: to get Lincrusta specified in commercial and hospitality projects and oversee the end to end management collaborating with colleagues or international partners, where need be to secure the sale. Using the CRM system to track and manage opportunities and sales
- Driving and managing international contract sales specified through UK studios. Supporting international partners on hospitality projects
- Negotiating with clients to close sales and maintain prices and margins

- Following-up the sales and consolidating the figures for weekly – monthly reports
- Working creatively to put forward collaborative opportunities
- Understanding competitors' product offering and feeding this back to the senior leadership team
- Appropriate use of social media channels to engage with prospective clients and promote the brand
- Represent the company at national and international trade exhibitions where required.

### **Qualifications and Skills:**

- Industry related qualification to degree level (or equivalent) desirable
- Interest and understanding of the fields of architecture and interior design
- Passion and drive for customer service, business development and sales
- Ability to work autonomously
- Excellent interpersonal skills, including persuasion and negotiation skills
- Excellent communication (written and verbal)
- European languages would be an advantage
- Project management skills
- Creativity and innovation
- Presentation skills
- Have a strong work ethic and a focus on increasing sales performance
- Be an enthusiastic team player, can-do positive approach to all things and possess an ability to see the opportunity in all challenges
- Have organisational skills and ability to prioritize
- Have a customer-centric mentality with a proven track record of going above and beyond.

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the role and as directed by the Head of Marketing & Sales.

### **About Heritage Wallcoverings Ltd**

Heritage Wallcoverings Ltd manufacture Lincrusta the ultimate wallcovering for luxury interiors.

A great British success story, Lincrusta is still manufactured in the UK, using the same time-honoured traditions and craftsmanship, as when it was invented in 1877. Lincrusta is a unique wallcovering with unrivalled emboss made from linseed oil. This natural material creates a textural blank canvas to be painted in any colour or with paint effects to suit the interior. Perfect for the creation of bespoke walls and surfaces. The design style spans classical to contemporary.

Today, Lincrusta adorns the walls of many high-profile luxury interiors across the world, both residential and contract. It is sold through a network of distributors, architects and interior designers. The company also run a training program for approved installers.

The head office is in Lancaster, close to the factory in Morecambe with a showroom in the London design hub; Design Centre Chelsea Harbour.

This is an exciting time to join the small team and be able to make your mark in this growing business.