

WATTS

Your role: Business Development Manager

Your role summary: As a Business Development Manager, you will be responsible for driving revenue growth, expanding international markets, and managing key client relationships. You will develop and execute sales strategies, generate leads, and work towards achieving and exceeding personal and company sales targets. This role requires a blend of strategic planning, high-level relationship management, and commercial acumen within the luxury market.

You report to: Sales Director

Your work location: Watts Showroom

Key responsibilities

- **Business Development & Sales Strategy**
 - Identify & pursue new business opportunities aligned with company targets
 - Develop & implement sales strategies to drive revenue growth globally.
 - Manage and grow B2B client accounts, ensuring long-term partnerships.
 - Build and execute plans to expand into new markets and territories.
- **Client Relationship Management**
 - Act as the primary liaison between Watts and key global clients.
 - Conduct high-level client presentations, negotiations, and closing sales.
 - Understand client needs and tailor product offerings accordingly.
 - Maintain excellent customer satisfaction & retention rates.
- **Target Achievement & Performance Monitoring**
 - Meet and exceed quarterly & annual sales targets.
 - Track and report KPIs, sales performance, and forecasts to senior management.
 - Leverage CRM tools to manage sales pipeline and client data.
- **Market Engagement & Brand Representation**
 - Represent Watts at trade shows, exhibitions, and industry events.
 - Maintain a strong presence in luxury interior design and furnishings markets.
 - Act as a brand ambassador, upholding and promoting Watts' heritage and values.
- **Leadership & Mentorship**
 - Support and guide junior sales team members to achieve their targets.
 - Foster a culture of collaboration, high performance, and continuous learning.

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Key strengths needed for your role

- Required Skills & Competencies
 - Proven track record in high-end interiors, furnishings, or luxury retail sales.
 - Strong ability to manage and close high-value deals.
 - Experience with HubSpot, Salesforce, or similar CRM tools as well as stock management systems i.e. Erplain
 - Ability to analyse market trends, sales data, and financial reports.
 - Strong understanding of European & global luxury markets.
 - Advanced proficiency in Excel, PowerPoint, and business analytics tools.
- Personal & Leadership Attributes
 - Deep understanding of the Watts brand identity and ability to represent it.
 - Ability to develop and execute long-term business strategies.
 - Strong networking, communication, and client relationship skills.
 - Proactive, results-oriented, and able to work independently.
 - Passion for coaching junior team members and driving team success.
 - Ability to thrive in a fast-paced, high-pressure luxury sales environment.
- Performance Expectations & Sales Targets
 - Consistently achieve or exceed monthly, quarterly and annual sales targets.
 - Secure at least 20% growth in new client acquisition annually.
 - Maintain a 90%+ client retention rate through exceptional service.
 - Open 80x new B2B accounts per quarter in target international markets.
 - Represent Watts at a minimum of 3x industry events per year.
 - Provide accurate monthly sales projections & business insights; analyse sales pipeline and potential conversions weekly, monthly, quarterly, annually.
- Experience & Qualifications
 - Minimum 5-7 years' experience in luxury interiors, furnishings, or a related luxury market.
 - Proven success in a senior B2B sales role with strong global exposure.
 - Degree preferred, ideally in Business, Marketing, or a related field.
 - Ability to travel internationally upon request.

Why is this an unmissable opportunity?

- Work with an iconic luxury brand with deep heritage and craftsmanship.
- Opportunity to shape the global growth strategy of a high-end interiors brand.
- Collaborate with leading designers, architects, and luxury clients.
- Career growth & development within a high-performing sales team

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If you have what it takes to join our team, send us a covering letter and your CV stating why this is your ideal job.