

# SOPHIE CONRAN LONDON

## Furniture Sales Consultant

We are recruiting talented, hardworking and ambitious people to our sales team. This is a London-based role - you must be based in the city and be available to regularly meet clients in person at our London Bridge show home.

Alongside your sales expertise, you will need to be proficient with digital tools, CRMs, and online systems. This is essential to managing a fast-moving sales pipeline and delivering a seamless customer experience. **Please do not apply if you do not meet these criteria.**

There are a number of roles being offered, all on a base salary + commission structure, with competitive salaries. Rota based weekend work will be required.

### About Us

We are a fast growing business that designs and curates beautiful products for the home. We have built a well-established range of handmade sofas and chairs crafted from natural materials. These pieces are already loved by a growing community of discerning customers who value comfort, craftsmanship, and timeless design. Our 2 main markets are the UK and the USA.

Our customers are typically design-conscious individuals and families who care deeply about the quality, provenance, and longevity of the things they bring into their homes. They expect a highly personal level of service - not only guidance through the purchase itself, but also thoughtful support in making decisions about style, proportion, and how each piece will live within their homes. Building trust and rapport with this type of customer requires patience, empathy, and a genuine understanding of design.

Because of this, experience working with discerning, high-value clients is essential. This is a role where success comes from being as much a guide and advisor as a salesperson, helping clients imagine and shape their homes with our furniture as the foundation. Many of our customers return to us time and again, so the relationships you build will often grow far beyond a single purchase.

Our mission is to create collections of outstanding quality that customers will treasure for a lifetime. We operate as an online-first business, with a private London Bridge show home by appointment only. You'll work closely with our senior leadership team and act as the face of

our brand to clients in London, embodying the values of care, craftsmanship, and authenticity that define everything we do.

## **The Role**

As Furniture Sales Consultant, you will:

- Be based in London, meeting clients regularly at our London Bridge show home and on-site where required.
- Manage incoming leads, ensuring each is nurtured through to close.
- Drive the sales pipeline end-to-end: prospecting, consultations, follow-ups, and post-sale care.
- Use CRM systems and digital tools to manage leads, track activity, and optimise conversion.
- Report on sales activity and performance, sharing insights with the leadership team.
- Represent our brand values of quality, design, and sustainability at all times.
- You'll be goal-orientated but also customer-obsessed, with a strong belief in surprising and delighting people through exceptional service.

Warm, welcoming, and driven individuals who embody adaptability, innovation, and courage will thrive in this role.

## **Responsibilities**

- Engage with customers to understand their needs and provide appropriate product recommendations.
- Demonstrate strong skills in effectively displaying products to attract customer interest.
- Utilise upselling techniques to maximise sales opportunities while ensuring customer satisfaction.
- Maintain an organised and tidy sales environment, ensuring all products are well presented.
- Exhibit excellent phone etiquette when handling customer inquiries and follow-ups.
- Collaborate with team members to achieve sales targets and enhance overall store performance.
- Manage time efficiently to balance multiple tasks while providing exceptional service.
- Communicate fluently in English, but other languages being an advantage.

## **Requirements**

- You must be London-based and able to travel regularly for client meetings.
- You must have excellent digital and CRM skills, with experience in systems such as Gorgias, Freshsales, Pipedrive, or similar (Xero experience is a bonus).
- Proven track record in senior sales roles (luxury retail, design, or high-value consumer goods preferred).
- Strong interest in design and furniture.
- Excellent communication, presentation, and relationship-building skills.

- Passion for design, interiors, or furniture.
- Entrepreneurial, self-starting mindset with a results-driven approach.
- Able to thrive in a fast-paced, evolving environment.
- Organised, detail-oriented, and proactive in managing workload and performance.
- Strong communication skills, both verbal and written, with an emphasis on effective listening.
- Basic math skills for handling transactions
- Excellent organisational skills to maintain an efficient workflow within the sales environment.
- Ability to work collaboratively within a team while also being self-motivated.

## Apply

To apply, please send your **CV and a short 1 video of yourself shot on your phone** to [nadia@sophieconran.com](mailto:nadia@sophieconran.com). In your video, we'd love to hear about:

- Why you're excited about this role and our brand.
- An example of how you've used **CRM/digital tools** to grow sales in a previous role.

The video does not need to be professionally edited.

Only applicants who follow the application process requirements will be considered.