

Unit 1W
Clapham North Art Centre
26-32 Voltaire Road
London SW4 6DH

PINCH

+44 (0)207 622 5075
studio@pinchdesign.com
www.pinchdesign.com

Head of Sales

Job description, Dec 2025

PINCH is one of the UK's most prestigious, creative and successful furniture brands, created by Russell Pinch and Oona Bannon. Since 2004 we have been designing and distributing our award-winning, contemporary furniture and lighting to a global audience.

We are a company with an uncompromising idea of what makes a perfect piece of furniture, and our customers rely on us to deliver impeccable products and professional service. We are looking for a dynamic, quality literate, detail-oriented, and energetic SLT member who will be instrumental in making sure we provide products and service that delight and exceed expectations. Our ambition for our business is that our reputation is based on our service standards and customer experience, as much as our award-winning designs and quality of making.

Reporting to: Managing Director

Location: PINCH Studio, 5A Canterbury Court, Kennington Park, 1-3 Brixton Rd, London, SW9 6DE

(with occasional travel to the PINCH shop at 200 Ebury Street, London, SW1W 8UN)

Hours: Monday to Friday, 9 am – 6 pm, occasional Saturday showroom cover as needed/ not rota'd

Notice Period: 3 months

Role Overview

The Head of Sales is a key leadership role responsible for driving revenue to targets and delivering an exceptional customer experience aligned with the PINCH brand. This role will lead and develop the sales team, ensuring that targets, processes, system management, reporting and customer interactions meet the highest standards of professionalism and care.

The ideal candidate combines joined up strategic thinking with hands-on execution, understanding the nuances of high-end design and customer service. This person will also play a key part in company-wide planning, contributing to the leadership team with insights, forecasting, and cross-department collaboration.

Key Responsibilities

Sales Performance

- Deliver personal sales from individual networks and leads generated via the business, modelling best-in-class capability for the team.
- Lead and inspire the team to achieve monthly, quarterly and annual sales targets while protecting margin expectations.
- Ownership of the sales and conversion dashboard, KPI's and weekly/monthly/quarterly reporting structures.
- Work with Managing Director to develop annual and quarterly sales plans, forecasts, and revenue projections.
- Own sign off on discounting and compensation, in line with company position and profitability goals.
- Analyse performance metrics, customer trends, and pipeline health to inform actions and strategic decisions within SLT framework.
- Collaborate on business opportunities and strategic growth plans across retail, trade, and wholesale markets to add and build on key client relationships.
- Collaborate and align with marketing on targeted outreach campaigns, product launch strategies, and market insights.

Customer Experience & Brand Standards

- Oversee the PINCH customer service culture is central to all client interactions.
- Ensure escalated customer issues are resolved promptly, thoughtfully, and fairly, collaborating with internal teams as required.
- Oversee aftercare and service processes to ensure consistency, clarity, and operational excellence.
- Guide the team in delivering proactive follow-up, thoughtful proposals, and building long-term customer relationships.

Team Leadership

- Lead and develop the sales team, ensuring each member has clear performance expectations and agreed goals.
- Conduct regular 121 catch ups with team.
- Manage onboarding, holiday planning and showroom rotas.
- Maintain fair distribution of workload and enquiry/lead allocation across the team.
- Foster a positive, inclusive, high-performance sales culture rooted in collaboration and quality.

Sales Operations & Process Excellence

- Maintain all sales process documentation and workflows, ensuring consistency and rigorous adherence to SOP's.
- Drive optimisation of CRM and ERP tools and digital processes, ensuring data accuracy so it can be used meaningfully.
- Oversee the accuracy of sales orders, reporting, and margin analysis, including for bespoke and custom trade work.
- Partner with operations, production, and logistics to streamline processes across fulfilment, aftercare, and cross-functional flows.

Customer Growth & Retention

- Work with Managing Director to design outreach programme, including tailored campaigns, showroom events, new product updates, and personalised proposals.
- Work with the marketing team to implement customer segmentation approaches to support targeted communications and sales strategies.
- Monitor customer satisfaction and lead initiatives that enhance long-term customer loyalty.

Skills & Experience

- Proven experience leading a sales team within design, luxury goods, trade interiors, or a related sector.
- Experience managing international sales, ideally in the USA market.
- Demonstrable ability to manage commercial reporting.
- Strong understanding of high-end customer service and long-cycle sales processes.
- Experience working with CRM systems, pipeline management, and sales operations (ideally Pipedrive)
- Exceptional people-management skills.
- Strong commercial acumen with an ability to balance brand integrity, customer care, and revenue performance.
- Confident communicator adept at influencing internal stakeholders.
- Analytical and data-driven, with the ability to translate insights into action.
- A strategic thinker who thrives in a creative, quality-led environment.

Benefits

- Annual discretionary bonus based on company and individual performance against KPIs.
- Stakeholder pension scheme.
- 24 days holiday (including 3 days mandatory Christmas closure) + bank holidays + Birthday day off.
- 5-year in-service loyalty holiday bonus.
- Leadership training & development.
- General benefits include eye tests, bike loans, shared gallery membership, and team rewards.
- Staff discount on product (excluding custom).
- Studio dog love from Joni.

Application Details: Please submit your CV and a cover letter outlining your relevant experience and why you are interested in this role.