

The role: Senior Sales Executive	Contact: Catherine Perry (HR Director) Watts1874@co-unityhr.co.uk
Reporting to: Sale Director	Location: Chelsea Design Centre – Watts 1874 Showroom, 2 nd Floor

JOB DESCRIPTION

Role summary:

As a Senior Sales Executive at Watts 1874, you will play a crucial role in driving revenue growth and enhancing our brand presence within the luxury interiors sector. Leveraging your established success in high-end sales, you will nurture and develop relationships with discerning clients, lead complex and bespoke sales engagements, and provide guidance and support to junior team members. This role requires a strategic mindset paired with a hands-on, commercially driven approach, underpinned by a genuine passion for craftsmanship, an exceptional eye for detail, and an in-depth knowledge of the luxury interiors landscape.

Duties and responsibilities:

- Lead high-value B2B client engagement from initial enquiry through to deal closure and post-sale support, ensuring an exceptional client experience at every stage.
- Develop and implement targeted sales strategies to support business objectives and elevate brand presence within the luxury interiors market.
- Identify and capitalise on new business opportunities, proactively expanding the client base across key sectors including high-end residential, hospitality, and commercial design.
- Negotiate and secure contracts with decision-makers such as interior designers, architects, specifiers, and developers, with a consultative and design-led approach.
- Build and maintain long-term client relationships that foster brand loyalty and repeat business.
- Provide mentorship and support to junior members of the sales team, helping to cultivate a high-performing and collaborative team culture.
- Collaborate closely with the sales, sampling, and marketing teams to ensure seamless project execution and alignment with brand messaging.
- Maintain and enhance CRM records with accurate forecasting, pipeline management, and detailed activity tracking to support business reporting.
- Deliver monthly sales performance insights and client feedback to senior management to inform strategic decisions.

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- Support the Sales Director in quarterly and annual business planning, contributing market insights and tactical recommendations.
- Monitor competitor activity and wider design trends to identify opportunities for brand differentiation and growth.
- Represent Watts 1874 at industry events, trade shows, and networking functions as a senior ambassador for the brand.
- Prepare and deliver bespoke client presentations and proposals that reflect Watts 1874's design heritage, quality, and attention to detail.
- Champion the brand's values, maintaining the discretion, professionalism, and service excellence expected in a luxury environment.

Skills, qualifications and abilities:

- Minimum of 3+ years' experience in sales, ideally within the luxury interiors, furnishings, or high-end design sectors.
- Strong interpersonal, communication, and presentation skills, with the ability to influence and build rapport at all levels.
- Demonstrated ability to build, manage, and close complex sales cycles, including high-value negotiations with discerning clients.
- Deep understanding of luxury branding and the premium customer journey, with a refined approach to client service and relationship building.
- Excellent organisational and sales management skills, capable of managing multiple accounts, deadlines, and reporting processes.
- Strategic thinker with the commercial acumen to analyse market trends, forecast accurately, and deliver against performance targets.
- Experience mentoring or supporting junior team members to foster a collaborative and high-performing sales culture.
- Proficiency in CRM systems and data-driven decision making.
- Genuine passion for design, craftsmanship, and excellence in client experience within the luxury interiors market.
- Self-starter with a proactive mindset, capable of working independently while contributing to a team-oriented environment.
- Desirable but not essential would be to be fluent in French and other languages.