

FROMENTAL

Senior UK Sales Executive – Full Time, London

About Fromental: Fromental is a leading luxury wallcoverings brand, recognized globally for its exquisite hand-painted and embroidered designs. Since our founding in 2005, we have been dedicated to creating the world's most beautiful wallcoverings, fabrics, and accessories, collaborating with top designers and architects worldwide. With a strong existing client base, we pride ourselves on providing outstanding service that reflects the quality and craftsmanship of our products.

We are now looking to grow our London team with a **Senior UK Sales Executive**. This is an exciting opportunity for a commercially driven, design-focused individual to play a key role in the continued success of a high-end, creative brand.

Key Responsibilities:

- Proactively engage with new and existing clients to understand their design needs
- Present and promote Fromental's collections and bespoke services with professionalism and creativity
- Lead client presentations, showroom appointments, and industry events
- Collaborate with the design team to ensure timely and high-quality project delivery
- Develop and contribute to strategic sales initiatives and marketing efforts
- Achieve annual revenue targets, including closing multiple large-value projects per year

KPIs and Performance Goals:

- Deliver a minimum of 4 large/high-value orders per year
- Add and nurture new client accounts with active lead generation
- Monthly tracking of:
 - Client presentations (new and existing)
 - Number of leads added
 - Number of quotes generated

Ideal Candidate Profile:

- 3–5 years of sales or client-facing experience, ideally in interior design, luxury retail, or high-end furnishings
- Proven sales and negotiation skills
- Strong understanding of design principles and market trends
- Comfortable using CRM platforms and digital sales tools
- History of successful relationships within the A&D (architecture & design) community
- Confident in managing complex and custom sales, from brief to project completion
- Excellent communication and relationship-building skills
- Organised, proactive, and passionate about luxury interiors
- A team player with a commercial mindset and creative sensitivity

Compensation & Benefits:

- As well as a competitive salary, additional benefits will include:
- Performance-based incentives and growth potential
- 25 days annual leave plus Bank Holidays
- Collaborate with leading interior designers and iconic brands.
- Be part of a globally recognised luxury brand with a strong heritage in craftsmanship
- Office dog love from our cocker spaniel Bow

How to apply:

- To apply, please send CV to Harriet@fromental.co.uk