

F L O R A S O A M E S

Job Title: Senior Sales Manager, Flora Soames

Location: Dorset / London – with some potential home working

Reports to: Directors

Employment Type: Full-Time

About Us:

Flora Soames Fabrics represents a leading and fast-growing collection of fabrics, wallpapers, home accessories and furniture supplied to both trade and retail customers. Known for our dedication to British craftsmanship, quality, design expertise and exceptional customer service, we are looking to expand our small, dynamic team with a commercially driven Sales Manager who is eager to take ownership of sales performance and play a key role in driving the next phase of growth in a fast-moving, design-focused business.

Position Overview:

The Senior Sales Manager will play a central role in driving sales performance and revenue growth across both retail and trade channels, taking ownership of key client relationships, initiating new CRM and sales systems and identifying opportunities to expand our presence within the international design community. Responsible for overseeing daily sales activity and developing strong client relationships, the successful candidate will work closely with the Directors and wider team to drive sales strategy and deliver ambitious growth targets.

This is an exciting opportunity to join the business at a pivotal stage in its development. We are seeking a proactive and commercially minded individual with significant sales experience who thrives on challenge, values creativity and premium service, and is motivated by the opportunity to contribute meaningfully to the continued growth and evolution of the brand.

The role offers scope for the right candidate to shape client relationships, contribute to commercial strategy and grow alongside the business.

Key Responsibilities:

Drive Sales Performance & Revenue Growth

Monitor and manage daily global sales activity across trade and retail channels, identifying opportunities to maximise revenue while ensuring a seamless and professional end-to-end customer experience.

Oversee CRM System

Oversee and optimise the implementation and day-to-day operation of the CRM system, ensuring data integrity, efficient workflows, and strategic use of automation and analytics to support business objectives.

Client Communication & Order Management

Initiating new sales systems and acting as a key point of contact for clients, managing enquiries efficiently and accurately, activity including preparing quotations, issuing invoices, coordinating stock reservations for trade orders and placing orders plus communicating timelines.

Account Management

Build, maintain and grow relationships with key accounts, identifying opportunities to expand sales, conducting outreach with both national and international travel to visit clients and showrooms across the UK and US, deepening long-term partnerships while delivering a consistently high level of service.

Showroom Partnership Support

Work closely with our U.S. showroom partners to support their sales objectives, facilitate order fulfilment and strengthen long-term commercial relationships and opportunities.

Industry Relationship Building

Building on your network in the design community to develop and nurture relationships with interior design and architectural practices and other trade professionals, representing the brand as a knowledgeable and trusted partner.

Bespoke Order Coordination

Liaise with makers and suppliers to ensure the timely delivery of made-to-order and custom items, maintaining clear communication with clients throughout the process and conducting quality checks on all incoming bespoke items.

Sales Strategy Direction

Work closely with the Directors and wider team to identify growth opportunities, drive sales planning and commercial initiatives, and support the delivery of ambitious revenue targets.

Cross-Functional Collaboration

Work closely with the broader team to ensure sales initiatives are aligned with marketing activity, PR and brand communications.

Key Requirements:

- Proven experience at this level in a similar sales role, ideally within the interiors industry and working closely with interior designers
- Established and proven experience managing CRM systems and sales operations
- Strong knowledge of the design industry and both trade and retail markets
- Demonstrated ability to meet and exceed sales targets
- A proactive, commercially minded self-starter who enjoys taking ownership and thrives in a fast-paced environment
- Highly organised and detail-oriented with excellent follow-through

- Strong commercial awareness and analytical ability
- Confident across both Microsoft Office and Mac platforms, with strong Excel skills

Benefits:

- Competitive salary based on experience
- Staff discount on all products
- Opportunity to work with leading design professionals
- Career development and training opportunities

How to Apply

Please send your CV and a brief cover letter outlining your experience and suitability for the role to [**gemma@florasames.com**](mailto:gemma@florasames.com)