

# THE NEW CRAFTSMEN

## SENIOR SALES MANAGER

Location: Hybrid: London office & WFH  
Type: Full-time, Permanent  
Salary: £45+ depending on experience + commission  
Hours: 40 hours  
Reporting to: Managing Director  
Proposed start date: By April 2024

## JOB DESCRIPTION

The New Craftsmen is looking for a dynamic Senior Sales Manager to spearhead sales across our UK and international client base taking on an exciting list of clients and dynamic markets with high growth potential.

Since 2012 The New Craftsmen has defined a strong product and service proposition for the trade audience; significantly growing our collections and maker network to be a useful and creative resource for this market.

Whilst rooted in the UK's craft eco-system, our ambition is global. Today, we work with a wide variety of clients - including interior designers, architects, developers, and hotel groups - enabling them to work with our networks of makers to order and commission bespoke works for their projects.

The new candidate will be tasked to own and lead on sales - responsible for generating significant growth with our established clients, as well as building new relationships with a fresh list of prospects in both markets; and winning business across high-end residential, architectural projects and 'boutique' hospitality clients (e.g. hotels and restaurants). You will work closely with the Managing Director & CEO on defining acquisition and retention tactics, thinking creatively about how this works remotely as well as in-person.

Working confidently and self-sufficiently, the role requires international travel to meet with and engage with clients; introducing our brand and offer and securing orders and commissions on our collections. You will advise on which markets we should be engaging with based on a strong sales pipeline and client engagement opportunity, as well as where our portfolio and unique approach will have impact.

You will in the future manage a team of Sales Managers and be responsible for their weekly workload and overall development journey, as well as defining their sales KPIs with the Managing Director.

Passionate about craft & design, and hungry to work with both UK and international clients in this area, you will be comfortable holding your own in a wide variety of situations, seeing

conversations through from initial contact to full sales conversion, ensuring that there is a high level of satisfaction and repeat business from those that we work with.

## RESPONSIBILITIES

- Owning a client list of some of the biggest and most influential interior design studios in the UK, Europe and USA; understanding their distinct needs and active projects to ensure a tailored service experience
- Engaging with existing clients either over the phone or via video call, to share new collections and discuss commissions and orders; bringing in relevant expertise (either from the product team or the makers themselves) in order to secure and close orders
- Securing weekly face-to-face meetings – ordinarily at the clients’ studio – with a targeted prospect list of interior designers in the UK
- Travelling twice a year to meet with new and existing clients and further embed them in The New Craftsmen’s world of makers and collections; showcasing a body of samples that relate and bring our collections and maker stories to life
- Exploring new formats and modes of engagement that help encourage connectivity to our brand and makers; working with the Managing Director to identify suitable partners and consider ROI
- Having a finger on the pulse of the interior design scene across our markets and the active projects that represent opportunity for our collections and makers
- Connecting with a list of cold prospects, via phone and video call initially, and nurturing these clients to become highly engaged and connected to our brand and product universe
- Helping to build case studies that demonstrate how craft has been integrated into a variety of projects, from small details to ambitious installations
- Maintaining a comprehensive and accurate record of in-progress sales, leads, opportunities and ensuring timely follow up to secure orders
- Building up a pipeline of sales opportunities, working towards both monthly and annual targets to help realise ambitious growth in this area
- Owning KPIs which reflect your sales performance including tracking conversion, client appointments, annual client spend and ATV
- Working with other members of the team to ensure that each job is appropriately contracted, managed, and delivered through to completion; ensuring the journey is simple, efficient and enjoyable so our clients come back to us time and time again
- A constant health-check of your trade database - making sure the data is clean, up-to-date, and segmented in the most appropriate and effective fashion
- Representing The New Craftsmen at industry events & networking opportunities as the key ambassador of the brand.

## IDEAL CANDIDATE

- At least 5 years proven sales experience working with trade clients on both stock orders and bespoke work

- Demonstrable knowledge of the interior design & hospitality market across UK and the US and how to navigate it effectively
- A good eye for detail and design and a passion for interior design and the role of craft within it
- Knowledge and interest in the UK craft industry, preferably with experience of bespoke high-end hand crafted furniture and/or lighting
- A creative aptitude to recommend, suggest and help imagine how craft can be integrated into an interiors environment and our clients' projects
- Some understanding of material certification requirements for interior design and the hospitality market
- Excellent and efficient customer service that also embodies our brand values: humanity, integrity and imagination
- Ability to work autonomously and be self-motivated and pro-active, and hungry to win business
- Willing to travel internationally
- Well organised and ability to work under pressure, prioritise and complete tasks
- Ability to think laterally and work collaboratively with other staff members and third party organisations
- Strong numeracy for estimating and negotiating deals

## ABOUT US

The New Craftsmen curates, commissions and sells unique contemporary objects that are rooted in craftsmanship and narrative. Spanning furniture, lighting, textiles, gifts, ceramics and decorative accessories, our range is made by a network of talented makers across the British Isles.

We collaborate with our makers to refine and redefine the value of craft. We do this by developing exclusive collections that are available through our catalogues, online, by inviting leading talent of the craft world to develop bodies of work for shows and exhibitions, and by overseeing bespoke commissions.

Our ambition is to meet the growing appetite for contemporary craft and design, and in doing so transform the market place for craft internationally.

## TO APPLY

Please send a copy of your CV and a single page covering letter expressing your interest, why you might be suitable for the position and what your current/last terms of employment are/were (salary, commission, notice and any other relevant) to:

[info@thenewcraftsmen.com](mailto:info@thenewcraftsmen.com). The application deadline is Friday 8th March.