

S a l a c i a

OF GREAT BRITAIN

Showroom Sales & Design Consultant

Location: Wilsley Park Farm, Goudhurst Road, Cranbrook, TN17 2LJ

Hours: Monday – Friday, 08.00–17.00

Reports to: Retail Sales Manager

The Role

This role is responsible for delivering a high-quality showroom experience and converting enquiries into profitable retail sales.

The Showroom Sales & Design Consultant combines customer engagement, product understanding, design capability and structured sales execution. This role directly impacts revenue, margin, conversion, average order value and the standard of the showroom experience.

The Showroom Sales & Design Consultant manages customers from initial enquiry through to completed sale, ensuring the process is professional, structured and commercially sound.

This role is not just about being warm and producing a quote. It requires ownership of the sales journey, strong CRM discipline, design accuracy and the ability to build genuine confidence with clients while protecting margin.

Core Responsibilities

Customer Experience & Sales

- Welcome new and existing clients into the showroom with warmth and professionalism
- Conduct structured consultations that uncover scope, budget, timing and how decisions are made
- Build rapport quickly while remaining commercially purposeful
- Guide clients confidently through the showroom and the sales process
- Convert showroom appointments and enquiries into confirmed sales
- Manage your own client pipeline, following up proactively and with purpose
- Ensure every client receives a consistent, considered Salacia experience from start to finish
- Manage display updates, new product introductions and attend all showroom events

Design, Specification & Product Guidance

- Balance aesthetics, practicality, lead times and budget in every scheme
- Create accurate specifications and itemised quotations for client approval
- Present designs with confidence and adapt proposals based on client feedback
- Stay current with product ranges, new launches and relevant design trends
- Produce accurate bathroom schemes using CAD and 3D visualisation tools

Quotation & Conversion

- Produce accurate quotations and specification packs in a timely manner
- Follow up consistently, professionally and with purpose
- Drive conversion through disciplined process rather than passive chasing
- Protect margin and avoid unnecessary discounting
- Identify upsell opportunities where they add genuine value

CRM & Pipeline Discipline

- Maintain accurate and current CRM records at all times
- Log all appointments, quotations, conversations, follow-ups and next actions
- Work to a strict 'not in the system, didn't happen' standard
- Ensure handovers to the operations team are clean and accurate

Showroom Standards & Team Contribution

- Ensure the showroom is always presented to the standard our clients expect
- Support showroom events, supplier visits and product launches as required
- Stay current with product knowledge, launches and market trends
- Use quiet time productively – improve knowledge, follow up, prepare

General Responsibilities

- Maintain accurate records and follow internal processes
- Comply with all company policies and health and safety requirements
- Represent Salacia professionally at all times
- Respond positively to changing priorities and workload needs
- Undertake additional duties reasonably required to support the role

About You

- Experience in showroom, retail or design sales within a considered, design-led environment
- Strong design sensibility and the ability to translate a brief into a scheme that works
- Confident, honest and credible with a wide range of clients
- Commercially aware – able to manage and convert your own pipeline
- Proficient with CAD, design software and Microsoft Office

Standards of Performance

- Strong communication, professionalism and customer handling
- Good organisation and disciplined follow-up
- High design and quote accuracy
- Commercial awareness with margin discipline
- Consistent CRM hygiene and process adherence