

Trade Sales Consultant  
Job description  
Nov 2024

PINCH is one of the UK's most celebrated furniture brands, created by Russell Pinch and Oona Bannon. Since 2004 we have been designing and distributing our award winning, contemporary furniture and lighting to a discerning global audience.

We are a company with an uncompromising idea of what makes a perfect piece of furniture and our customers rely on us to deliver impeccable, elegant products with a professional but personal service to match. Whilst we work extensively with Interior Designers, frequently on repeat business, we also invite public customers to our showroom who seek us out for our clean yet warm aesthetic, and commitment to strong shape, beautiful materiality and expert making. We are looking for a smart thinking, service-proud, commercially-minded and furniture -literate individual, who will be instrumental in making sure the service our customers receive delights, inspires and represents our genuine business intention to do everything as best as we can. We embrace the idea that our brand reputation is based on our service style as much as our award-winning designs, longevity of product and quality of making, and this role is critical to ensure that our customers are well understood and well looked after, our targets and service standards are routinely met, and we grow our audience and inspire our customers to place their valued business with us, and to return to our team regularly when they are looking to live beautifully with furniture made well.

**As a Trade Sales Consultant, you will:**

- Work in a co-supportive, team-targeted Sales Team to deliver turnover and margin ambitions.
- Sponsor a respectful sales culture and customer engagement style that puts a value on listening closely to customer needs, proactively advising, and aiming for the sales and order process to be as seamless, helpful and as elegant as possible.
- Specialize in custom and made to order enquiries, also handling a number of stock based transactions.
- Actively engage in sales activities, including raising of sales orders and purchase orders, hosting client meetings, product demonstrations, sales record raising and negotiation, sales transactions, to drive team sales targets and performance.
- Observe and feedback on customer insights to identify opportunities for improvement.
- Connect and proactively service existing customers, informing on new products and design updates.
- Work closely with leadership on strategic projects to drive new business (eg Contract customers, European outreach)
- Foster strong relationships with interior designers practices, architects and D2C to understand their needs and preferences, providing service and product recommendations, and invites to view our collection in store.
- Take a leading role in sales system and sales software optimisation project management.
- Serve as a trusted advisor to public clients, providing personalised assistance and anticipating their interior design needs.
- Work with our operations team to resolve any customer complaints and issues promptly,

- ensuring a positive and memorable experience at every interaction.
- Solicit feedback from customers to continuously improve service offerings and enhance overall satisfaction.
- Share burden of Saturday cover – assume 1 in 4 or 5 (Monday off given in lieu).
- Represent PINCH at any exhibitions or shows

### **What you need to be successful:**

- 3 years+ experience, working with interiors trade clients, ideally at the luxury end.
- Proud to deliver expert service in a warm and engaging style.
- Enjoy communicating with customers on the phone, online and in person.
- Be strong at building relationships and networking with designers, local businesses and key contacts.
- Be quality and design literate, able to maintain clean sales records.
- Be numerically strong and commercially minded.
- Be confident using CRM systems.
- Demonstrate excellent verbal and written communication skills.
- Have a desire to be helpful across the business.
- Fluent in English, both spoken and written.
- Be enthusiastic, eager and willing to collaborate with our full team.
- Proficient computer skills, including Microsoft Office, Google Suite etc.
- Exposure to luxury retail would be a strong benefit
- Share our company values of warmth, creativity, consideration, elegance, rigour and confidence.

### **Salary & Benefits:**

As well as a salary commensurate to experience, additional benefits will include:

- Annual discretionary bonus according to company and individual performance against KPI's.
- Stakeholder pension scheme
- 20 days holidays + bank holidays + Birthday + Christmas Closure between Christmas and New Year.
- 5 year in service loyalty holiday bonus
- Post probation pink tickets (time off) and birthday day off
- General benefits including eye test/bike loan/shared gallery membership/ team rewards
- Staff discount on product excluding custom.
- Studio dog love from Joni

### **Location:**

Based between the PINCH shop (est. 2 days @ 200 Ebury Street, London, SW1W 8UN) and the PINCH studio, (est. 3 days @Clapham North Arts Centre, London, SW4 6DH)  
Line Manager: MD

Hours: Monday to Fri 9am – 6pm with a rotated Saturday cover at the showroom with a day in lieu.

To apply for this role please send your CV and a cover letter explaining why you think you'd be great in this role to [jobs@pinchdesign.com](mailto:jobs@pinchdesign.com). We look forward to hearing from you.