



# SALES MANAGER UK & IRELAND

## DESIGNER FURNITURE – LONDON BASED

In order to continue growing our successful furniture concept, we now wish to make our team even stronger with a sales manager working out of London – reporting directly back to our Head of Sales Europe – who is responsible for our future development of sales in the UK & Ireland.

With a strong concept of high-quality contemporary designer furniture, you will be responsible for developing our business further within the existing network of dealers, with architects and with partners – as well as expanding these key market segments on an ongoing basis.

### RESPONSIBILITIES:

- Sales and budget responsibility for the development of the market and the future market approach
- Implementing and developing the defined sales strategy further
- Continuously expanding our partner network in the UK
- Establishing and further developing cooperation with existing and new architects and designers
- Training and motivating the planning and sales teams externally at dealers and partners
- Planning and executing product launches and promotional initiatives
- Contributing to further development of existing marketing and sales material
- Active deployment and utilization of CRM and reporting tools
- Identifying and winning new projects as well as managing and analysing the project pipeline
- Analysing and actively monitoring the competitive situation in the market
- Participating in promotional work at the leading international furniture fairs

- Experience with high-end furniture, lifestyle or fashion brands
- Sales experience with architects and designers in the London and UK design community
- Ability to build long-term business relationships with dealers, architects and partners
- Strong presentation, communication and negotiation skills
- Professional IT and CRM skills
- Familiar with the nature of an independent, sales-driven sales role

### WE OFFER:

- A unique and independent job in an international company growing globally
- A strong and successful international furniture concept
- An inspiring workday where no two days are alike
- The opportunity to affect strategies, market concepts and new furniture designs for your market
- A back office in Denmark with a team of engaged, experienced and helpful colleagues who are always ready to support you
- An attractive salary package and a bonus scheme

### QUALIFICATIONS:

- An education in business economy or a similar education is preferable
- Between two and three years of professional experience in sales, dealing with both the retail market and contract market
- An interest in fashion and design
- You are result-oriented and work proactively to help achieve the goals of the company

### ARE YOU THE ONE?

If you are interested in this position and have the required qualifications, we would love to hear from you as soon as possible. Send your application and CV to: [salesmanager@softline.dk](mailto:salesmanager@softline.dk). If you would like to know more about the job, please contact Wolfgang Hügler tel. +49 151 7033 9253. We are continuously having interviews, and the position will be occupied as soon as we have found the right person for the job.

SOFTLINE A/S is experiencing an exciting development and is now further rearming. By creating innovative and functional furniture of the best possible quality we have become a global brand, and today our modern design is sold in more than 63 countries. We work closely together with leading international designers, who all share the passion for quality and creativity that characterises SOFTLINE. We are 55 passionate employees in our domicile in Maribo, Denmark, where we work with sales, design, development, production and logistics. We are a solid growth company with ambitions to continue the positive development.

**SOFT  
LINE**

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