



YOUR NEEDS OUR EXPERTISE

A provider of IT hardware, furniture, and meeting room technology solutions, serving hundreds of organisations throughout the UK

0800 999 5683

www.pwdsupplies.co.uk

Cabin 29/30, Dunston Business Village,
Staffordshire, ST18 9FJ



Job Description: Sales Executive – Furniture Team

Location: Head Office, Dunston Business Village, Staffordshire, ST18 9FJ (1 mile from M6 Junction 13, near Penkridge)

Salary: £28,000 + **Uncapped Commission**

Hours: Monday–Thursday: 8:30 AM – 4:30 PM, **Friday:** 8:30 AM – 3:00 PM

About PWD Supplies

PWD Supplies is a leading provider of high-quality IT and furniture solutions for **schools** and **businesses** across the UK. As part of our continued growth, we're looking for a passionate and driven **Sales Executive** to join our dynamic **Furniture Sales Team**. If you thrive in a fast-paced environment and are motivated by results, this could be the perfect role for you.

Role Overview

As a **Sales Executive** within the **Furniture Team**, you'll be responsible for driving revenue growth by developing new business opportunities and managing existing customer relationships. You will act as a **personal furniture consultant**, helping schools and businesses find the perfect solutions—from **classroom tables and exam desks** to **meeting room furniture and soft seating**.

This role requires a mix of **proactive outbound sales** activities and effective **account management** to nurture long-term customer relationships. You'll manage the entire sales cycle, from lead generation to closing deals, while maintaining detailed and accurate records in **Salesforce**, our CRM system.

Key Responsibilities

1. Sales & Business Development

- **Outbound Sales:**
 - Proactively generate new business through cold calling, warm leads, and email outreach
 - Identify and target key decision-makers within schools, academies, colleges, and businesses
 - Develop tailored pitches to promote PWD's furniture solutions, demonstrating a clear understanding of customer needs
- **Lead Qualification & Pipeline Management:**
 - Qualify inbound leads and convert them into sales opportunities
 - Build and maintain a strong sales pipeline to meet and exceed monthly, quarterly, and annual targets
 - Use a consultative sales approach to identify customer pain points and offer appropriate solutions
- **Product Knowledge:**
 - Develop an in-depth understanding of PWD's product range, including classroom tables, exam desks, meeting room furniture, and soft seating
 - Stay up-to-date with product developments, industry trends, and competitors

2. CRM Management (Salesforce)

- **Data Management:**
 - Maintain accurate and up-to-date customer records in Salesforce
 - Log all sales activities, including calls, emails, meetings, and follow-ups
 - Track the status of each opportunity, from initial contact to deal closure
- **Pipeline & Forecasting:**
 - Manage and monitor your sales pipeline, ensuring opportunities are progressing
 - Prepare regular sales reports and forecasts based on Salesforce data
 - Use data insights to identify trends, gaps, and opportunities for growth
- **Quoting & Proposals:**
 - Create and manage quotes using Salesforce
 - Ensure all proposals are professionally prepared, accurately priced, and aligned with customer requirements
 - Follow up on quotes to maximise conversion rates

3. Account Management & Customer Relationship Building

- **Customer Engagement:**
 - Build strong, long-term relationships with both new and existing clients
 - Serve as the primary point of contact, ensuring high levels of customer satisfaction
 - Provide after-sales support, handling any queries or issues promptly
- **Consultative Selling:**
 - Act as a trusted advisor to customers, offering tailored solutions based on their needs
 - Proactively identify opportunities for upselling and cross-selling additional products

4. Collaboration & Teamwork

- Work closely with internal teams, including marketing, operations, and procurement, to ensure smooth order processing and delivery, including RMA's.
- Collaborate with colleagues to share best practices and support overall business growth
- Provide feedback from customers to help improve product offerings and sales strategies

Key Skills & Experience Required

Sales Experience:

- **Proven track record** in outbound sales, with experience hitting and exceeding profit-based targets (desirable)
- Strong experience in **B2B sales**, preferably within the education or furniture sector (desirable)
- Confidence in making high volumes of outbound calls and following up via email (essential)

CRM & Data Management:

- **Experience using Salesforce** (or similar CRM) to manage customer data, track opportunities, and monitor sales performance
- Strong administrative skills to ensure accurate record-keeping, including logging calls, updating pipelines, and managing quotes

Communication & Relationship Building:

- Excellent verbal and written communication skills, with the ability to engage confidently with stakeholders at all levels
- Strong interpersonal skills to build rapport quickly and develop long-term customer relationships
- Active listening skills to understand customer needs and provide tailored solutions

Organisation & Time Management:

- Highly organised, with the ability to manage multiple priorities and deadlines simultaneously
- Strong attention to detail when managing customer information, quotes, and contracts
- Ability to work independently while contributing to a collaborative team environment

Problem-Solving & Adaptability:

- Ability to identify customer challenges and propose creative, effective solutions
 - Comfortable working in a fast-paced environment with the flexibility to adapt to changing priorities
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Qualifications:

- **GCSE Grade C (4) or above** in Maths and English (essential)
 - Sales or business-related qualifications (desirable but not essential)
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What We Offer:

- 💰 **Competitive Salary: £28,000 + Uncapped Commission**
 - 🚗 **FREE Onsite Parking**
 - 🍷 **Onsite Restaurant – The Courtyard** for food, drinks, and a great place to unwind
 - 🌳 **20 Days Paid Annual Leave + Bank Holidays**
 - 📈 **Career Development Opportunities:** Comprehensive sales training and clear progression paths
 - 🤝 A supportive, dynamic work environment where your contributions are valued
 - 🌟 **Rewards** for meeting Sales Targets, Employee of The Week as well as other team building events
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Career Progression:

You'll start in our **Development Team**, where you'll receive hands-on training, mentorship, and support. As you grow and hit your targets, you'll progress to our **Business Development Manager (BDM) Team**, with increased responsibilities, earning potential, and opportunities for leadership roles.

How to Apply:

Interested in joining the PWD Supplies team?

Send your CV and a cover letter to **Pete Forbes (Marketing Manager)** at peteforbes@pwdsupplies.co.uk

For more information about PWD Supplies, visit www.pwdsupplies.co.uk.

We look forward to hearing from you and helping you grow your career with PWD Supplies!