



## Showroom Sales – Consumer Focus

The Showroom Sales consultant increases sales, market share, company profitability and customer satisfaction by working with consumers in choosing plumbing fixtures and related items for kitchens, baths and recreational areas. Showroom Sales consultants provide expert product selection assistance, expediting orders from vendors and conducting customer visits as needed.

### Job Duties:

#### Sales Ability/ Persuasiveness

- Educates consumer on the process of project management and supply chain
- Qualifies consumers as to their project size, budget, & taste
- Demonstrates effective Presentation Skills to successfully influence and communicate with various audience types and sizes
- Builds relationships – Learns the value of relationships and views building relationships as a critical success tool
- Learns the customers' wants and desires
- Demonstrates ability to integrate channel partners into sales opportunities
- Demonstrates leadership in regional industry associations
- Incorporates the selling process within proposal writing and pricing models to match company expectations
- Educates customers on how to differentiate from competitors
- Greets customers with a smile and positive attitude
- Shows confidence - Always is closing; asks for the sale

#### Managing Work

- Learns and demonstrates effective time management practices involving planning and scheduling daily, monthly, and annual activities and priorities.
- Meet obligations and customer expectations.
- Learns to implement new tools and demonstrates ability to organize electronic and paper-based information.
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- Creates customer bids in line with customer expectations and completes sales order follow up activities in a timely fashion.

#### Customer Focus

- Recognizes different consumer types and adjusts approach with each for optimal results.
- Establishes “trusted advisor” status to become a liaison between the showroom customer and the installing contractor.



- Serves as a resource for the consumer and all parties involved in the project.
- Adds value to customer and internal interactions by understanding customer needs.
- Plans for upcoming customer meetings with a defined time management process.
- Demonstrates active listening skills to add value to customer and internal interactions.

### **Contributing to Team Success**

- Contributes to the professional image of the showroom by ensuring displays are clean and in working order, and pricing & binders are up to date.
- Demonstrates effective delegation and limited-scope management of others on direct tasks.
- Assumes responsibility for team outcomes (achievements and shortcomings).
- Leverages team interactions for improved individual effectiveness and actively participates in team activities to share best practices.
- Exhibits positive outlook, camaraderie, and passion for the job, business, customers, and team.
- Identifies showroom customer buying habit changes and relays that information to appropriate people within the organization.
- Know your branch, department, and individual budget.
- Establishes S.M.A.R.T. goals in line with company goals and values. Implements action plans with timelines with deliverables and measure results.

### **Technical / Professional Knowledge & Skills**

- Demonstrates competence in trends, aesthetics, features, functionality and application of all product lines, and commits to continuous learning on products and trends.
- Understands the basics of the construction process and when the various showroom products fit within the construction cycle.
- Learns and demonstrates competence in features and functionality of all product lines, as well as their application.
- Adds value to consumers and internal interactions by understanding the market, customers, suppliers, and competitors.
- Understands the nuances of competitor product offerings as well as their target audience and strategies on how they reach that audience.
- Conveys accurate messages, ideas, and decisions through clear verbal and written communication.
- Demonstrates proficiency with related computer systems and applications (e.g. Microsoft Outlook, Word, Excel, PowerPoint, email, etc.).
- Understands own organization's profit model and makes sound decisions and recommendations to maximize profit.

### **Navigating Within the Organization**





- Learns and respects the internal chain of command.
- Expands immediate problem-resolution network to include additional internal contacts and use them to get things done.
- Demonstrates company value proposition---as well as that of the competition---and can articulate to the consumer.

### **Leading through Vision & Values**

- Leads individual branch or corporate initiatives, as well as mentoring activities.
- Balances the role of strong customer advocate with the role of good company steward with resources and time.

### **Quality Orientation**

- Follows procedures by accurately and carefully following established procedures for completing work tasks.
- Ensures high-quality output by overseeing personal and team job processes, tasks, and work products to ensure freedom from errors, omissions, or defects.
- Takes action to correct quality problems and notifies others of quality issues as appropriate.

Perform other duties as assigned. Adhere to the rules and regulations as set forth in the Employee Handbook.

### **Job Requirements:**

- Education: High school diploma/GED required (Associate degree preferred).
- Experience: Minimum 2 years in luxury product selling position (home goods, preferred). Minimum 1 year in progressive sales or design position (2 years preferred). Product/applications experience preferred. Wholesale distribution experience preferred.