

SHOWROOM MANAGER (SANITARYWARE/CERAMICS/ LIGHTING)

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Company: NADIA GLOBAL

Location: Dubai

Category: healthcare-practitioners-and-technical

Our client is a multinational company with 0+ headcount globally and is a manufacturer of Sanitaryware/Ceramics/Lighting products and is looking for an experienced Showroom Manager (Sanitaryware/Ceramics/ Lighting) for the below.

Position purpose:

- To promote, establish and highlight the concepts & products being offered by company to every customer who visits showroom.
- To ensure that Architects, Interior Designers, Consultants, Contractors and direct Customers who visit the Showroom shall endorse & Patronize Company's products in their projects.
- Proactively do the needful to invite the Architects, Builders, Designers, Customers etc. to the showroom.

Specific Deliverables :

- To educate every customer about the concepts of company's brand / products, our USPs, benefit, advantage & features, competition benchmarking & value to the customers
- To make customer visualize a luxury bathing experience of company's products by using descriptive words, adjectives and powerful metaphors.
- Ensure conversion of total walk-in-customers in showroom to sales.
- Going out in market and Meeting with Architects, Interior designers, developers/Builders to educate them about CBLS.
- Generate project leads by meeting Architects, Interior designers & project owners.
- Engage and escort all customers to showroom using 'power statements'
- To place company products in the mind of architects, dealers, walk-in clients who visit the

Showroom

- To understand the needs of the customers and address the same sensibly
- To create further need in the mind of the customers by suggesting more alternatives all possible solutions being provided by the company.
- To establish personal rapport with customers.
- Maximize customer engagement appropriately within the store.
- Submission of offers, proposals, PI's as per the customer requirements in terms of timelines.
- Adhere to the commercial terms of showroom.
- Upselling and closing the deal with win-win approach.
- Outdoor sales and marketing visits as deemed necessary to maximize the Showroom business and exceed personal goals.
- Generate creative ideas for business development through showroom.
- To meet one's individual Business Plan.
- Co-ordinate with the distributors sales teams to invite their contacts & possible leads to visit the Showroom
- To do customer complaints redressal as per SOP.
- To ensure cleanliness & upkeep of highest standard at showroom.
- To introduce & promote new products brought out by the company time to time.
- To ensure customers are properly followed-up after their visit to Showroom for generating business.

Functional Requirement (Hardware) :

- Have prior experience in luxury retail / top-segment selling.
- Have earlier worked with the concept of 'need creation'.
- Ability to acquire quick, sound product knowledge.
- Can quickly build lasting relations with customers.
- Expertise in need identification of customers.
- Expertise in creating brand presence and visibility.
- Experience of / exposure to concept selling rather than product selling.
- To follow up effectively and consistently.

Personality Traits

- Excellent communication skills.
- Ability to extract useful information from the customers.

- Solution providing attitude.
- Maturity to assess and handle situations.
- Resourcefulness.
- Good Learning ability.
- Ability to procure leads and cues from everywhere possible.
- Ability to establish and maintain a wide network of resources.
- Polished personality with adequate social etiquette.

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