

Job Title: Client Development Associate

Location: London

Department: Sales

Position Reports to: Client Development Manager

Direct Reports: N/A

Company Overview:

With an uncompromising commitment to British manufacturing, Soane Britain's mission is to design and make enduring and life-enhancing furniture, lighting, fabrics and wallpapers through collaborations with a network of the finest craftspeople in Britain. Soane combines responsibly sourced, high quality materials and superb workmanship to ensure our designs endure for generations.

Our talented team is based in offices and workshops in Leicester and the West Country and showrooms in London and New York. For more information, please visit www.soane.com or join our social media platforms Pinterest and Instagram.

Purpose of the Position:

Our Client Development team build meaningful relationships with our clients, partnering with them on their projects to maximise their use of Soane products, supporting our mission to support British craftsmanship.

The Client Development Associate will work with our newly engaged clients and manage a client book of emerging and engaged existing clients to develop these relationships and delivery on sales goals and other related KPIs.

They will work closely with their Client Development peer group and UK & Export Sales Director to deliver wider sales strategies and client facing events.

Key Responsibilities:

- Achieve annual revenue targets for Furniture and Lighting within your assigned sales territory
- Build strong, long-term relationships with both emerging and established clients through consistent, high-quality engagement
- Organise a minimum of five strategic client meetings per week to grow account potential and maintain momentum
- Monitor client activity reports to proactively re-engage lapsing accounts, welcome new clients, encourage continued ordering and further exploration into our product ranges
- Use a consultative sales approach to uncover client needs and recommend suitable product and operational solutions
- Manage your client pipeline effectively and strategically using PowerBI and other internal tools
- Partner with the UK & Export Sales Director to deliver agreed sales strategies and elevate the value of your territory
- Partner with our Sales Operations teams to ensure seamless and brand enhancing ordering and delivery experiences for your clients
- Stay informed on competitor activity, market shifts, and client trends—sharing insights that can influence business strategy
- Represent Soane at key industry and showroom events, strengthening both your own network and Soane's market presence

Skills and Qualifications

- Minimum 1 year of sales experience, preferably in a business-to-business (B2B) or luxury environment
- Proven track record of meeting or exceeding sales targets
- Strong relationship-building skills with a consultative, client-first approach

Soane Britain is an equal opportunity business taking into account the diversity within our team, customers and suppliers. We believe that everyone should be treated equally, regardless of their religion, beliefs, age, gender, race, disability or sexual orientation. Soane promotes a positive safety culture which is characterised by communication, mutual collaboration and active participation to create a safe and healthy working environment.

- Confident and polished communicator—both written and verbal
- Highly organised with excellent time management and prioritisation skills
- Proactive and self-motivated, with a strategic mindset and commercial awareness
- Comfortable using data tools (e.g. PowerBI or CRM systems) to manage pipelines and inform decisions
- Interest in interiors, craftsmanship, and design; industry knowledge or existing relationships are a plus
- Ability to work collaboratively across teams while managing individual sales goals
- Multilingual skills are a bonus, particularly in key growth markets

For details of Soane's benefits, including long term service benefits, please refer to the current Benefits Sheet.

Date: 14th July 2025

Written By: Lucy Whitfield