

Retail Sales Consultant. - Decor, Furniture, Interior, Paint

Position Synopsis

The Retail Sales Consultant is responsible for converting customer inspiration into completed sales by guiding clients from the design consultation phase through to the purchasing decision. Working alongside the qualified Interior Designers, this role bridges the gap between exceptional customer service and commercial success. While our Interior Designers inspire customers with creative design advice, the Retail Sales Consultant ensures that recommendations become confirmed purchases through outstanding relationship building, consultative selling and customer engagement.

This is not a traditional retail sales position. It is a premium showroom role requiring someone who understands people, listens carefully to customer needs, and confidently recommends complete decorating solutions that enhance the customer's home while achieving sales objectives.

The successful candidate becomes the commercial partner to the Interior Designers, ensuring every customer leaves with confidence, excitement, and a completed purchase.

Primary Purpose of the Role

To maximise the conversion of customer consultations into sales by:

- Building trust with customers.
- Understanding their decorating goals and budget.
- Guiding purchasing decisions.
- Recommending complete decorating solutions.
- Increasing basket size through complementary products.
- Delivering an exceptional luxury retail experience.

Key Responsibilities

Customer Experience

- Welcome every customer warmly and professionally.
- Build rapport quickly through genuine conversation.
- Understand customer needs, lifestyle, and project objectives.
- Create an enjoyable showroom experience that encourages confidence and purchasing.

Sales Conversion

- Convert Interior Designer recommendations into confirmed sales.
- Guide customers through purchasing decisions.
- Handle objections professionally.
- Confidently close sales.
- Follow up outstanding quotations.
- Maintain a strong quotation-to-order conversion rate.

Solution Selling

Recommend complete decorating solutions including:

- Colour collections
- Paint finishes
- Wallpaper
- Wall panels

- Flooring
- Lighting
- Fabrics

Identify additional opportunities that enhance both the project and the customer's experience.

Relationship Building

- Develop long-term customer relationships.
- Encourage repeat business.
- Generate referrals.
- Build trust that positions the company as the customer's preferred decorating destination.

Commercial Performance

- Achieve monthly sales targets.
- Grow average transaction value.
- Increase attachment sales across décor categories.
- Maintain accurate quotations and customer records.
- Follow up leads promptly.

Team Collaboration

Work seamlessly alongside:

- Interior Designers
- Store Management
- Project Management
- Suppliers

ensuring customers experience one integrated journey from inspiration to installation.

Required Skills

Exceptional Sales Ability

The successful candidate must demonstrate proven ability in:

- Consultative Selling
- Needs Analysis
- Solution Selling
- Closing Techniques
- Negotiation
- Objection Handling
- Upselling
- Cross-selling
- Relationship Selling

Customer Service Excellence

- Outstanding communication skills.
- Active listening.
- Emotional intelligence.
- Professional presentation.
- Ability to build trust quickly.
- Customer-first mindset.

Retail Competencies

- Retail showroom experience.
- Point-of-sale systems.

- Quotations.
- CRM follow-up.
- Computer literacy.
- Commercial awareness.

Design Awareness

While this role is **not** an Interior Designer position, the successful candidate should have:

- A genuine passion and understanding for interiors.
- Appreciation for colour.
- Interest in decorating trends.
- Ability to discuss décor confidently.
- Willingness to continually learn about design.

Ideal Experience

We would consider candidates with experience in:

- Retail and sales
- Premium furniture retail
- Luxury homeware
- Kitchens
- Bathrooms
- Flooring
- Paint
- Lighting
- Interior décor
- High-end appliances
- Property sales
- Automotive luxury brands
- Hospitality sales
- Premium fashion retail

Candidates from luxury retail environments often possess the relationship-building and customer service skills required for this position.

Personality Profile

The ideal Retail Sales Consultant is someone who naturally connects with people and thrives in a premium customer environment.

They should be:

- Energetic and enthusiastic
- Warm and approachable
- Highly confident without being aggressive
- Exceptionally well spoken
- Professional and polished
- Well presented at all times
- Positive and optimistic
- Naturally persuasive
- Curious and attentive

- Solution driven
- Self-motivated
- Results orientated
- Passionate about helping customers
- Comfortable engaging with high-end clientele
- Calm under pressure
- Commercially minded

Most importantly, this person should love people as much as they love sales.

Essential Attributes

The successful candidate should demonstrate:

- Proven sales success with measurable achievements.
- Strong closing ability.
- Excellent interpersonal skills.
- High emotional intelligence.
- Ability to build trust quickly.
- Commercial thinking.
- Confidence working alongside professional Interior Designers.
- Pride in personal presentation.
- Passion for creating memorable customer experiences.

Success Measures (KPIs)

Performance will be measured against:

- Sales conversion rate.
- Monthly sales targets.
- Average transaction value.
- Attachment sales across multiple product categories.
- Quote-to-order conversion.
- Customer satisfaction.
- Repeat business.
- Customer referrals.
- Team collaboration.
- Showroom standards.

*****Salary – R13,000.00 – R22,000.00 + Performance based incentives (Negotiable, based on skills, experience and in relation to current package)**