

## **Senior Luxury Sales Associate, KMG London**

(London, UK)

### **About the job**

An exciting opportunity has arisen for a **Luxury Sales Associate**, to join one of the world's leading specialist audio brands, KEF.

The role is based in our new London experience centre and offers exciting opportunities to develop and influence future activities.

### **About KEF**

KEF has earned a reputation as the premier manufacturer of stunning, audiophile-quality audio solutions for modern home theatre, hi-fi, pro-audio, custom installation & personal use applications. KEF products are distributed around the world and have won awards on both sides of the Atlantic.

KEF's strategy is to expand its product portfolio with premium wireless speaker products to capture a new consumer audience, beyond the traditional Hi-Fi consumer. This requires the establishment of new, high-quality offline and online distribution channels and requires a new approach to the market (incl. a strong focus on Ecommerce and Digital Marketing). This new strategy is part of an exciting journey for a well-established and profitable company with further opportunities for growth in the coming years

### **Role Summary**

As part of the KEF Music Gallery, you will be one of the key leading figure in our new brand experience centre.

You will be working in a unique luxury experiential retail sales store and be a key contributor to its success and growth. You will be the ultimate host, and ensure of the right standards of service excellence for every customer interaction. Working for a leading high-end audio lifestyle brand, you will be able to sell premium and luxury products to a range of clientele and work comfortably in a non-traditional store environment. You will train and educate your colleagues and business partners in customer relations and sales excellence, and be able to establish this store as a long-standing destination retail space.

You will have experience in luxury retail from both a sales and operational basis and be looking for an opportunity to bring entrepreneurial vision and ideas to a new creative initiative, resulting in real commercial outcomes.

### **Responsibilities include:**

- Build client and customer rapport through in store activations and service level, and own VIP network
- Analysing sales figures to maximise profits and drive in store results and sales opportunities
- Build training for colleagues and business partners to learn from your expertise
- Interpret trends to facilitate future in store activities and events, having a brand-led but strong commercial focus
- Assist with and follow in store brand guidelines and display requirements
- Offer feedback and input on how to improve flow and retail opportunity within the store environment
- Developing in-depth product knowledge to advise customers and answer any queries they might have
- Providing personalised shopping experiences by recommending items based on customers' preferences and needs
- Act as the ultimate host to all attendees to the experience centre and get to know the regulars and repeat customers or clients
- Support Store manager on the day to day operations of the establishment
- Act as a leader when the manager is away or off shopfloor
- Maintain the highest standards for overall store presentation
- Ensure best customer services and brand experience to customers to achieve high customers satisfaction
- KPI oriented to achieve sales targets.
- Meet sales goals while upholding high-quality standards.
- Ensure luxury after-sales service to customers in-store
- Attend to customer complaints when necessary
- Lead by example to the team to acquire, build and maintain key customers
- Implement activities to drive customer repeat visit and build customer loyalty
- Help to coordinate and suggest in-store events with the Marketing team

### **Reporting line**

- Reporting to the Store Manager, KEF London
- Work closely with the UK Sales & Marketing team
- Work with the wider European Sales & Marketing team to provide support for store visits and appointments
- Customers / clients

### **Skills, Experience and Competencies**

- Previous experience working in luxury retail sales is essential
- Enthusiastic interest in Audio
- Experience of client relations and usage of CRM to capture and store information securely
- Able to translate commercial aspirations into relevant retail strategy that feels aligned to brand vision
- Strong understanding of retail operations
- Proven track record of achieving sales targets in a premium environment
- Strategic and innovative thinker with a strong commercial acumen

- Good project and stakeholder management skills
- Experience of diverse cultures, and working with teams and/or companies outside of the UK
- A positive working attitude, good team-player, dedicated, and able to work independently
- Enthusiastic, self-confident, well presented and self-motivated
- Passion for learning and continuous development of oneself
- Excellent communication, interpersonal and organizational skills with people from different cultures
- Good command of spoken and written English
- Familiarity with basic people and time management requirements, including rotas and forward planning
- Excellent customer care skills

We offer a competitive salary, bonus, company pension scheme, a career development opportunities

KEF is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, sex, age, colour, religion, sexual orientation, gender identity, national origin, protected veteran status, or on the basis of disability. Personal data collected will be treated as strictly confidential and used for recruitment purposes only.

**Applications are to be made via LinkedIn by following the link below:**

[Senior Luxury Sales Associate, KMG London | LinkedIn](#)