



CANDIDATE BRIEFING

Sales Executive – New Business

Accommodation · Education · Hospitality

LOCATION

Droitwich / Hybrid

SALARY

£26k–£40k DOE

REPORTS TO

Commercial Director

START

January 2027

COMMISSION

2% new / 1% existing

ABOUT US



In 1984, Falcon Contract Flooring set off in a trusty van with family values and a passion for quality. Four decades on, we are a **premier nationwide flooring contractor** : an award-winning team blanketing the world in comfort and style, one square metre at a time.

1984

Founded by two visionaries with one van, and a commitment to doing things properly.

1985

Partnership with Whitbread, fitting out their first Travel Inn. Premier Inn, Travelodge and Marriott follow.

2012

Growth surges past 700%. The repertoire expands: LVT, wood, resin and safety flooring.

TODAY

30 office personnel and 100 installers, working nationwide from our Midlands HQ.

800,000 m²

of carpet installed each year

25,000

hotel bedrooms installed each year

2,500

reactive callouts across the UK

1,000,000 m²

Can store at FCF HQ at any one time.

FCF HQ: Unit 101 Potter Space, Kidderminster Road, Cutnall Green, Droitwich WR9 0NS **TEL:** 01527-919-988 **EMAIL:** sayhello@falconcontractflooring.com

WEB: www.falconcontractflooring.com

THE ROLE



A focused new-business role in the three sectors where Falcon wins.

WHY THIS ROLE EXISTS

We are looking for a Sales Executive to win new customers in accommodation, education and hospitality.

This is not a "chase everything" job. You will work a defined list of target accounts agreed with our Commercial Director, build real relationships with the people who buy flooring, qualify opportunities properly, and turn the right ones into orders.

It is hands-on and high-activity: calls, emails, LinkedIn, follow-ups and face-to-face meetings, every week. Over time you will negotiate and close deals yourself.

ACCOMMODATION

Hotels, serviced apartments and student accommodation. Our biggest market and where our reputation was built.

EDUCATION

Schools, colleges and universities. A big market we have only started to tap.

HOSPITALITY

Pubs, restaurants, bars and leisure operators, refurbishing to tight programmes.

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WHAT YOU'LL DO



Win the business, work with the team behind it, and represent Falcon in the market.

WINNING NEW BUSINESS

- Work a target list of accounts in your three sectors.
- Generate leads by phone, email, LinkedIn, events and site visits.
- Build relationships with estates, facilities, procurement and R&M decision makers.
- Qualify every opportunity before it reaches estimating.
- Follow every quote through to a decision, then negotiate and close.

WORKING WITH THE TEAM

- Sales direction, targets and pipeline reviews with the Commercial Director.
- Proposals, pricing and margin through the Head of Commercial.
- Hand won work smoothly to our project team.
- Keep the CRM accurate: every lead, call, meeting and forecast.
- Weekly pipeline review: come with numbers, not stories.

BRAND AND MARKET

- Represent Falcon with pride, every time.
- Know the competitors and what is happening in your sectors.
- Turn first orders into repeat customers.
- Keep learning our products and services.
- Spend sensibly when out on the road.

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WHAT SUCCESS LOOKS LIKE



One headline number, and the habits that get you there.

HEADLINE TARGET

£1m

of new orders a year once you are established.

Most people build a pipeline over their first six to nine months. Reach £1m in revenue and you also earn a one-off £10,000 bonus.

01

PIPELINE QUALITY

Qualified opportunities in your sectors, not a pile of quotes.

02

ACTIVITY

Calls, emails, meetings held and target accounts engaged each week.

03

CONVERSION

Quotes turning into orders, and first orders into repeat customers.

04

DISCIPLINE

An accurate CRM and a pipeline forecast we can trust.

Specific KPIs are agreed at the start of the role and reviewed at 90 days.

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ABOUT YOU



Friendly and likeable, but assertive enough to ask for the order.

ESSENTIAL

MUST HAVE

- A proven B2B sales track record, including winning new business against targets.
- Confident on the phone and face to face; comfortable with high volumes of calls and follow-ups.
- Assertive: you can hold a price, ask for the order and challenge an enquiry that is not right.
- Resilient and calm when a job has an issue and a client calls unhappy.
- Organised, with good CRM habits and strong computer skills.
- Able to work on your own within a clear brief, and travel across the UK.

PREFERRED

NICE TO HAVE

- Sales experience in a service business: contracting, construction, fit-out or FM.
- Existing contacts in accommodation, education or hospitality.
- Knowledge of commercial flooring, interiors or construction.
- Experience negotiating contract terms such as discounts and retentions.

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HOW WE WORK



Clear direction, close support, and a rhythm that keeps everyone accountable.

WHO YOU WORK WITH

- 1

COMMERCIAL DIRECTOR
Your line manager. Sales direction, target accounts, targets and pipeline reviews.
- 2

HEAD OF COMMERCIAL
Proposals, pricing and margin, and the estimating team behind every quote.
- 3

PROJECTS
Deliver the work you win. You hand over cleanly and stay close to the customer.

EVERY MORNING • 08:30

Team huddle, standing at the Mission Wall.

EVERY MONDAY • 08:30

Weekly internal team meeting.

EVERY TWO WEEKS

30-minute department strategy meeting with the MD. Come prepared.

EVERY MONTH • 06:30

Whole team meeting, installers included.

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PACKAGE AND BENEFITS



A solid base, commission on every pound you sell, and a team that celebrates wins.

SALARY

£26k–£40k

Dependent on experience

COMMISSION

2% / 1%

Uncapped, paid on revenue: 2% on new customers, 1% on existing customers

MILESTONE BONUS

£10,000

One-off, when you reach £1m in revenue

BENEFITS

- Pension (4% employer)
- Death in Service (4 x salary)
- Income protection after 6 months
- Pool vehicle access
- Laptop and phone
- 20 days holiday + bank holidays
- Your birthday off, paid
- Grand Plan from day one

FANTASTIC 5

Grand Plan: hit team targets, unlock a 2–5% monthly bonus

Winner of the Week: £50 retail voucher

Installer of the Month: £50 retail voucher

Birthday Bonus: your birthday off, cake welcome

Fat Friday: team lunch, last Friday of every month

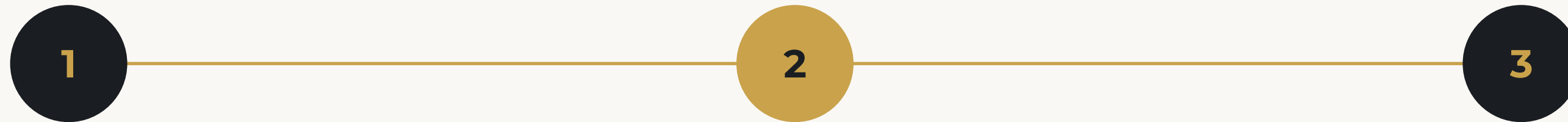
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INTERVIEW PROCESS



Three stages, with feedback after each one.



STAGE 1

Informal conversation

With the Commercial Director. Get to know each other, the role and the sectors.

STAGE 2

Interview

With the Commercial Director and Managing Director, including a live sales role-play. Treat it like a real client meeting.

STAGE 3

Final interview

With the Commercial Director, Head of Commercial and Head of Projects: how you would work with the team behind every sale.

Falcon is an equal opportunities employer. We welcome applications from everyone and decide on skills, experience and fit with the role.

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FALCON'S PURPOSE



WE GIVE A SHIT!

F FAMILY

C CLIENTS

F FLOORING

OUR VISION

Your vision inspires our purpose.

OUR MISSION

To build a great business.

PARTNER, NOT INSTALLER

We work live sites to keep areas functional and trading, preventing loss of revenue during works.

BUSINESS FOR GOOD

500,000 m² of material diverted from landfill, and a net zero commitment by 2030.

NO OVER-PROMISING

We never over promise or under deliver. What is in this pack is what gets installed.

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“Covering the world with the fluffy stuff!”

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