

**Role Description:** Sales Executive – New Business

**Job Title:** Sales Executive

**Target Sectors:** Accommodation, Education and Hospitality

**Location:** Office based at FCF HQ, Droitwich / Hybrid, with regular travel to client sites

**Responsible to:** Commercial Director (sales direction, targets and pipeline) and Head of Commercial (proposals, pricing and margin)

**Start Date:** January 2027

**Key Liaison:**

- Internal – Commercial Director & Head of Commercial
- External – Prospective and existing clients in our target sectors

**About Us:**

Falcon Contract Flooring is a family-run business that started in 1984 with two people, one van and a commitment to doing things properly. Our partnership with Whitbread began in 1985, fitting out their first Travel Inn, and we have grown alongside some of the biggest names in UK hospitality and accommodation, including Premier Inn, Travelodge, Marriott and Mitchells & Butlers.

Today we are one of the top 10 contract flooring companies in the UK, with over 30 office staff and 100 installers working nationwide from our 30,000 sq ft HQ in Worcestershire. We install carpet, LVT, vinyl, wood, resin and safety flooring, and run a custom CRM to keep our service fast and accurate.

We value new ideas, perspectives and personalities. Our vision: your vision inspires our purpose.

**Falcon's Purpose:** We Give a Shit!

**Scope and Purpose of Role:**

Falcon is looking for a Sales Executive to win new business in three target sectors: accommodation, education and hospitality. This is a focused new-business role. You will not be asked to chase every enquiry that comes in; you will work a defined list of target accounts agreed with the Commercial Director, build real relationships with the people who buy flooring in those sectors, and turn the right opportunities into orders.

The role is hands-on and high-activity: phone calls, emails, LinkedIn, follow-ups and face-to-face meetings, every week. You will qualify opportunities properly before they reach our estimating team, follow every quote through to a decision, and grow into negotiating and closing deals yourself.

Your headline target is £1 million of new orders in a year, building through your first six to nine months as your pipeline develops. The role offers a clear path to progress as the sales team grows.

**Key Responsibilities:**

**Winning new business**

- Work a defined target list of accounts in accommodation, education and hospitality, agreed with the Commercial Director and reviewed as sectors develop.

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Falcon Contract Flooring Sales Ltd

**FCF HQ:** Unit 101 Potter Space| Kidderminster Road | Cutnall Green | Droitwich | WR9 0NS

Tel: 01527 919-988 Email: Sayhello@falconcontractflooring.com

Company Number: 04854590 VAT Number: 660 8076 31



- Generate and develop leads through phone, email, LinkedIn, networking, events and site visits.
- Build relationships with decision makers: estates and facilities managers, procurement teams, R&M managers, fit-out and refurbishment contractors.
- Qualify every opportunity before it goes to estimating: is it in a target sector, the right size, the right customer, and can we win it? Challenge enquiries that do not fit.
- Follow up every quotation: chase, answer questions, manage revisions and drive each one to a decision.
- Negotiate and close, working towards handling negotiations independently, with all pricing and margin decisions agreed with the Head of Commercial.
- Turn first orders into repeat business by staying close to new customers after the first job.

### Working with the commercial team

- Take sales direction, targets and pipeline reviews from the Commercial Director.
- Route all proposals, pricing and margin questions through the Head of Commercial.
- Hand over won work smoothly to the project team, with everything they need to deliver it.
- Keep accurate CRM records of every lead, contact, call, meeting and forecast. We use Fireflies.ai to record meetings and capture actions.
- Attend weekly pipeline reviews and come prepared with numbers, not stories.

### Brand and market

- Represent Falcon with pride and uphold our brand standards at all times.
- Keep up to date with competitors, market trends and activity in the target sectors.
- Take part in activities that promote Falcon and the products and services we offer.
- Control expenses to levels agreed with the Commercial Director during field-based activities.
- Continuously improve your product and service knowledge to maximise sales opportunities.

### What Success Looks Like:

- **Orders:** £1 million of new orders (PO value) per year once established.
- **Pipeline quality:** qualified opportunities in the target sectors, not volume of quotes.
- **Activity:** calls, emails, meetings held and target accounts engaged each week.
- **Conversion:** quotes in your target sectors turning into orders, and first orders turning into repeat customers.
- **Discipline:** an accurate, up-to-date CRM and pipeline forecast.

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

### About You:

#### Essential

- A proven track record in B2B sales, including winning new business against targets.

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- Confident on the phone and face to face, and comfortable with a high volume of calls, emails and follow-ups.
- Friendly and likeable, but assertive: you can hold a price, ask for the order and challenge a client or an enquiry when it is not right.
- Resilient and calm under pressure. When a job has an issue and a client calls unhappy, you deal with it and keep the relationship.
- Organised and disciplined, with good CRM habits and strong computer skills.
- Able to work autonomously within a clear brief, and as part of a close commercial team.
- Able to travel to client sites and meetings across the UK.

**Preferred**

- Sales experience in a service business (contracting, construction, fit-out or facilities management), where what you sell is delivered by people on site, not a boxed product.
- Existing contacts in accommodation, education or hospitality.
- Knowledge of commercial flooring, interiors or construction.
- Experience negotiating contract terms such as discounts and retentions.

**General:**

- Always comply with company codes of conduct, policies and procedures, including the employee handbook, brand standards, health and safety, and personnel and training procedures.
- Lead by example in demonstrating the behaviours expected of all employees.
- Work as part of a diverse team with colleagues from different viewpoints, cultures and backgrounds.
- Communicate all feedback received from clients within the team.
- Produce reports as required internally and externally, and contribute actively to all meetings and forums.
- Continuously improve your knowledge and abilities through ongoing training and development.

**What to Expect:**

- A supportive, career-focused environment with clear progression paths.
- Collaborative, high-energy team culture.
- Weekly internal team meeting (Monday 08:30).
- Monthly whole team meeting (Installers 06:30).
- Team huddle every morning (08:30) standing at the Mission Wall.
- Bi-Weekly department team strategy meetings with the MD (30 minutes, come prepared).

**Package and Benefits:**

- Salary: £26,000–£40,000 (dependent on experience).
- Commission: uncapped and paid on revenue:
  - 2% of revenue from new customers (a customer counts as new for their first 12 months).
  - 1% of revenue from existing customers.

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- Milestone bonus: a one-off £10,000 when you reach £1 million in revenue.
- Reports to: Commercial Director, with pricing and margin through the Head of Commercial.
- Pool vehicle access.
- Pension (4% employer).
- Death in Service (4 x salary).
- Laptop and phone.
- Income Protection Scheme after 6 months (80% of basic after 13+ weeks of sickness or injury).
- 20 days holiday plus bank holidays.
- Birthday off, paid.
- Grand Plan enrolment from day one.

#### **Fantastic 5 (Additional Perks):**

1. **FCF GRAND PLAN** Achieve team targets and unlock a bonus of 2-5% per month.
2. **Weekly Recognition:** The "Winner of the Week" receives a £50 retail voucher for outstanding contributions.
3. **Installer of the Month:** Our top installer each month receives a £50 retail voucher as recognition of their exceptional work.
4. **Birthday Bonus:** All employees enjoy their birthday off, in addition to their regular holiday entitlement. (If your birthday falls on a weekend, take either the Friday or Monday.) (Cake contributions still enthusiastically welcomed!)
5. **Monthly Team Lunch:** Join us for a "Fat Friday" lunch on the last Friday of every month – a chance to celebrate our successes together!

Falcon Contract Flooring is an equal opportunities employer. We welcome applications from everyone and make hiring decisions based on skills, experience and fit with the role.

