

# People Tree

## Sustainable and Fair Trade Fashion

**Role:** Senior Wholesale Sales Executive – GB Independents & Key Accounts

**Salary:** Up to £25k basic (negotiable, depending upon experience) + performance-based bonus scheme (2016 OTE £35-40k – no cap) + benefits (inc. generous holiday entitlement & clothing allowance)

**Summary:** Experienced Wholesale Sales Executive required for Britain's leading Fair Trade fashion brand, to help drive wholesale sales in this growing business. This role reports to the Wholesale Director.

This is a permanent, full-time position, with an immediate start. With planned growth in the Wholesale Department, we would expect the successful candidate to develop in order to take on a Wholesale Sales Management role within 1-2 years.

### Background:

People Tree's UK wholesale business serves customers in the UK, Europe, Scandinavia and North America. We're driving rapid growth right now, and are re-structuring the Wholesale team to meet the latest challenges and take sales to the next level. This is one of several new roles we're creating.

This job is not only about "selling" a brand into a retailer. It also involves planning sales campaigns, and looking after our existing customers: independent stores in Great Britain, and larger accounts.

We're looking for somebody who can bring energy, commitment, vision, determination, insight and fresh thinking to make the role their own. This is about passionately connecting fashion retailers with our brand to drive sales. Previous experience is important; just as important is drive, potential, and commercial instincts.

Everybody who works for People Tree is valuable. In return for your initiative and commitment, we can offer an environment that is varied, exciting and extremely rewarding career-wise.

### Mission:

- Maintain and increase sales to UK Independent and Key accounts: we sell both in advance (pre-season orders) and from stock (short order in-season sales).
- Identify new commercial and wholesale opportunities.
- Promote customer satisfaction in all sales channels.
- Contribute to development of the brand proposition and market positioning, to improve sales and satisfaction.
- Exceed sales targets and customers' service expectations.

### Responsibilities:

Service and develop our existing, loyal independent GB stockists and key accounts (supported by the team).

With the wholesale team and alone, create and implement plans to generate leads, nurture prospects, convert new customers, and increase overall sales.

Based upon market knowledge and insight, contribute to proposals for enhancements to the brand proposition, communications activities, range plans and garment designs, to help our offerings align with market opportunities.

Work effectively with other team members to promote the efficient planning and operation of the Wholesale Team.

Specific duties include:

- Selling to Independent stores – GB region – and Key Accounts.
- Ensuring that all current accounts are managed effectively.
- Networking and developing new relationships with potential target accounts through all channels.
- Liaising with customers, delivering a friendly and efficient service: taking orders and arranging deliveries, communicating about order updates, additions or drops to the collection, feeding back to the team on intelligence gained, including sell-through, issues with products and competitor comparison.
- With the wholesale team, planning, preparing-for, and assisting at Trade Shows, including developing and executing detailed plans to attract new and existing customers to visit our stand and place orders.
- Being thoroughly informed about People Tree's competition.
- Preparing and delivering Sales presentations to Customers and to the team.
- Planning and executing regular floor walks of, and sales trips to, current / lapsed stockists, prospects and competitors throughout the GB, reporting on them, and using what you have learned to increase sales.
- Using our software systems, accurately and promptly maintaining complete records of all aspects of your work, including activity, sales, and insight from customers.
- Providing open, fact-based feedback on customer reactions to products, competitors, market trends and any other relevant matters in – e.g. – internal Design and Selection meetings.
- With the team, assisting with look books and other print / online media, and with PR and Marketing activities, including contributing to blog posts, newsletters / "e-shots," and other communications.

Ours is a small and dynamic team. The above are examples of the things you will be expected to do, or contribute towards. Above all, however, our aim is to drive sales and customer retention. We will expect you to contribute strongly and dynamically in order to achieve those goals.

The Ideal Candidate:

**KEY SKILLS & ATTRIBUTES:**

- Experience in womenswear wholesale – brand or showroom – selling to independents (and preferably, but not compulsorily, larger accounts – potential, aptitude and ability are most important)
- Demonstrable ability to build contacts and connections, creating and maintaining a pipeline of prospects, leads and customers throughout all stages of the sales cycle
- A full, clean, UK Driving Licence; you must be willing to travel for business sometimes, including staying away from London for a few days at a time during sales trips

**PERSONALITY TRAITS:**

- Confident and persuasive sales person, with energy and determination to grow sales strongly
- Excellent communication skills via telephone and email, and a passion for convincing people
- Target-driven, and able to plan and prioritise your work to meet agreed objectives and deadlines
- Willing to be hands-on in a fast-moving organisation; able to work well under pressure
- Strong people and interpersonal skills needed for ongoing client relationships

- Inquisitive, and able – and eager – to learn and to keep learning
- Numerate, with strong MS Office skills; able to learn quickly how to use new software, and not afraid to keep asking for help until they fully understand it!
- Able to work independently and also within a team

#### About People Tree:

People Tree is a multi-award-winning Fair Trade fashion label with mail order, online, wholesale and retail operations in Britain and Japan. We work with 50 Fair Trade groups in 7 developing countries to produce stylish collections that respect people and planet. We give design and technical assistance to help marginalised artisans and crafts people overcome the barriers of selling their products. We pay our producers a fair price, offer advance payment when needed and commit to a long term partnership. We also set best practice standards environmental practice in garment production. For more details [www.peopletree.co.uk](http://www.peopletree.co.uk)

We expect you to respect and embrace our mission. You do not need to be a Fair Trade evangelist to work here.

#### Next Steps:

If you would like to be considered for this position please send your CV and a cover letter explaining what you could offer in order to take us to the next level, along with an indication of current salary, to: [hr@peopletree.co.uk](mailto:hr@peopletree.co.uk)