



Lead Sales + Design

Employee Job Description

Our Director of Sales + Design is the force behind all of the sales at Project Floral. They are the face of Project Floral to the client and present a warm, creative, and knowledgeable confidence that allows a client to trust Project Floral to design custom and innovative floral for their event. They require a high level of professionalism, sales skills (confidently presenting ideas, discussing client budget and up-selling designs when appropriate) They work hard to close sales, realizing that Denver is a competitive market for florists, and have an authentic charm for building connections with clients and planners. They create the designs that make Project Floral, and above all, they represent the company's forward momentum in the event industry.

Skills Required

- Advanced Sales Skills & Experience
 - Professionalism
 - Self-Starter
- Excellent written communication
 - Advanced professionalism with email correspondence
- Knowledgeable about floral varieties specific to the event industry
- Attention to detail, can hone in on what is most important to the client
 - Creative, can invent custom floral designs
 - Familiar with event industry
 - Spreadsheets, Canva, Google-Drive
- Ability to handle pressure, prioritize, and work within tight schedules/deadlines
 - Calm, resourceful, independent, and vigilant
- Research: Can solve problems independently using resources
 - Light personnel management, leading event sets
- Networking and building new connections and opportunities in the industry
 - Creative problem solving and critical thinker
 - Collaboration + Communication

Weekly Responsibilities:

Our Director of Sales + Design is the first touch-point and the face of interaction for the client. They are responsible for creating an experience of our brand through customer care, transforming leads into client meetings and client meetings into booked events. Proposals are created using a high level of care, creativity and attention to detail. Client care is the primary responsibility of our Sales Director and takes front seat in their weekly responsibilities.

Responsibilities include the following:

- Dispatch: Record all inquiries and respond or delegate new leads within 72 hours
- Consultations: hosting clients to in-person or virtual consultations to discuss floral vision, budget, and event details
- Proposal creation: Utilize Canva to create visually rich, custom designs for clients based on their vision and your recommendations through your advanced industry knowledge to create compelling, unique event themes and designs
- Client Relations + Communication: Follow up conversations include advising clients on event details when appropriate, responding to questions and vision changes + reaching out to meet finalizing deadlines and billing deadlines
- Mock-ups: Ordering, designing, and “moking-up” event designs in advance to show high-end clients what the current plan is and make needed adjustments to align with client and planner overall event theme. Upselling when appropriate.
- Finalizing Meetings: Adjusting client proposals and invoices with final changes. Reinforcing deadlines, policies in our contract for reductions/cancellations, and creating clear, proactive lines of communication.
- Flower ordering. Researching and remaining knowledgeable about floral varieties, seasonality, and wholesale options. Creating detailed spreadsheets outlining floral recipes for each design and overall qualities needed. Placing orders with wholesalers and following up with substitutions, coordinating with Operations Team during event execution on solving floral logistics.
- Individual Event Logistics: Coordinating with Operations Director to finalize Hardgoods Lists, Design Week timelines, and Day-of timelines

Monthly Responsibilities

Our Director of Sales+Design is responsible for collaborating with the Operations Director to ensure event execution has brand alignment and that we deliver on any promise that we, as a company, make to the client. Monthly responsibilities include communication and collaboration with design teams, helping problem-solve unique inventory solutions and floral sourcing challenges, and managing vendor partnerships.

Responsibilities include the following:

- Event set Lead: Captaining teams on large events, exemplifying strong leadership skills including enthusiasm, positivity, and professionalism. Training new staff on captaining, helping Project Floral create new event captains as needed.
- Venue/Vendor Research: As needed, research new/existing venues to understand opportunities and limitations of locations as well as expand our network of venues
- Planner/Vendor Relations- implementing vendor relational rhythms + utilizing budget to care for current industry partnerships and identify new relationships.
- Marketing Support— Oversight/management of Instagram + social media contract workers, helping guide brand alignment and voice in our online presence
- Sales Reporting— Updating and maintaining a current sales report with projections of booked sales with upcoming invoicing totals/expected payments

Yearly Responsibilities:

Project Floral is a small team, where members wear multiple hats. Yearly responsibilities include occasional support with sales (cross-training to add strength and flexibility to our team), furthering sales development strategies, and investing time in marketing partnerships to pursue new opportunities for Project Floral

Responsibilities include the following:

- Operations Support— Cross Training to remain knowledgeable about the operations process: occasionally participating in the scheduling, management, and coordination of different aspects of the studio operations
- Sales Materials Development — Creating new systems and structures for sales. May include developing sales kits, proposal templates, client-care programs, or training materials
- Marketing Support— Participate and help create marketing strategies to implement throughout the year