

# CONNECT

## **Sales Manager – Job Description**

- Sell new and existing exhibitions & conferences to achieve strategic and financial targets.
- Prospect for new leads by researching new customer segments from the exhibition visitors' groups, new regional and international territories, and competitive events.
- Conduct qualitative sales calls, face to face visits and written communication to prospect, qualify and win exhibitors.
- Thrive to increase customer retention rates and increasing revenue from loyal customers.
- Maintain above-average participation fees and compete by differentiating exhibition value from competition.
- Closely monitor competitors market offerings, pricing and clientele and create records of such information to plan for internal pricing, positioning, and selling strategies.
- Remain abreast of developments within the exhibition industry, especially sales innovations.
- Research, schedule and visit competitive exhibitions to source new leads and agents.
- Establish and nurture best customer relationship by regular calls and visits and conduct in depth surveys to identify and satisfy their long-term business requirements and objectives.
- Expand and develop exhibition database by identifying new data lists and collaborating with marketing team.
- Effective management of sales agents and national associations' network.
- Contact government trade bodies and representatives and international agents for existing and possible new markets to get exhibitors.
- Support in budgeting by providing accurate revenue forecasts and cost-of-sale estimates.

- Coordinates with operation and marketing team to assure meeting with exhibitor's satisfaction.
- Manage day to day booth allocation by updating CRM system and observe for any possible errors.
- Meet or exceed all sales targets by increasing retention, winning new business, and penetrating new markets and market segments.
- Contribute to creating and implementing event strategy by providing useful insights and participating in strategy team meetings.
- Maintain and create a positive and energetic work environment by showing and exercising mindful busyness and focusing on achieving work tasks.
- Help team members to achieve sales and performance targets by sharing new leads, best practices, and market information.
- Active communication with the project managers and across function group.
- Maintain proper, effective, and disciplined paperwork, job status, contact reports as part of regular monitoring of progress.

**Communication Support:**

- Compose sales letters and email shot content in cooperation with PD/ED/MM
- Participate in team meetings by sharing updates on sales achieved and forecasted, sales initiatives, and customers insights.
- Keep tracing of updated sales figures to be reported accurately to management upon request.
- Collect sales updates from agents on weekly basis and communicate with them on market conditions, opportunities, and risks.
- Exercise transparency in always providing event updates.
- Maintain organized and mindful flow of communication within team at all team to ensure customers and project demands are communicated timely and properly.