

Job Title: Sales Coordinator – Technical Shows
Department: Events 100
Reports to: Sr. Show Manager
FLSA Status: Non-Exempt
Prepared Date: June 30, 2021

Position Purpose

You will be responsible for exhibit space sales and exhibitor related communications for specific brands and trade shows assisting the Sales Manager, Show Director and/or Sr. Show Manager in the administration and communication of effective customer support activities. As a sales professional you will perform a variety of administrative duties and sales related support.

Essential Duties and Responsibilities

Specific duties and responsibilities in the administration sales programs for MFI trade shows include the following, but the individual will also be expected to perform all the duties necessary which are customarily performed by a person holding this position. Other duties may be assigned.

Responsibilities (included but not limited to):

- Provide general sales and exhibitor related communications support.
- Identify, qualify and close exhibitor prospects.
- Perform administrative tasks, including mailing functions, organizational projects, invoicing, producing and distributing sales reports, up keeping timelines and general record keeping.
- Responsible for processing contracts and sending invoices to exhibitors.
- Assist with collecting payments. Work with Sales Manager/Sr. Show Manager and accounting department to ensure payments are properly tracked and recognized.
- Assist in the maintenance of show related database(s) – i.e. Updating accounts and contact information, saving and organizing files, auditing sales reports.
- Working in SalesLogix, track communications with exhibitors and follow up on invoices, payments, confirmations, deadlines, catalogue orders, ancillary MFI services and general communications.
- Field exhibitor questions regarding the operational services (Exhibitor Service Manual) as needed. Address exhibitor concerns, requests and questions prior to, during and after trade show.
- Research potential growth areas (new or underserved product categories, country segments and trends) that will affect the sales plan. Provide this information to this Show Director or Sr. Show Manager.

- Assist Sales Manager with the coordination, preparation and execution of sales campaigns. (if applicable)
- Assist in ExpoCad with managing floor plan as needed. Confirm booth placements.
- Assist international and domestic Sales Partners with questions.
- Assist with proofing of the registration system.
- Assist with exhibitor customer service questions regarding registration.
- Assist with the proofing of the show directory and the mobile app.
- Maintain industry and product knowledge and inform Show Director of changing market conditions and competitive issues.
- Additional support functions in the daily communication, record keeping and strategic positioning of the shows.
- Maintain a master list of open/closed sales opportunities.
- Print and organize booth drop distribution at the show.
- Provide plotter print outs of floor plan to Operations, Sr. Show Manager and Show Director as requested.
- Run and save weekly reports. Distribute as requested.
- Travel to and work onsite during the show(s), assignments to be determined.

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the American Disabilities Act (ADA), reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to be present in the office.
- Ability to travel up to 50%.
- Ability to pass a background check and drug screening test.

Education

- Bachelor's degree or equivalent degree and work experience

Qualifications & Work Experience

- Experience in customer service and sales
- A proven ability to communicate effectively with Sales, Marketing, Executive Management, and vendors
- The ability to manage workloads and prioritize requests to meet deadlines
- A proactive approach to "managing" exhibitors/attendees, such as ensuring that they register on time
- Ability to maintain poise and self-control under pressure in a fast-paced environment

- Outstanding project management skills
- Strong problem solving, negotiation, and interpersonal skills
- The ability to work independently and with minimum direction
- Robust attention to the details without losing sight of the big picture
- Tradeshow experience strongly preferred, but not mandatory
- Proficiency in MS Office and comprehension of CRM

Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to work long hours outside of the normal work schedule during the show.
- Ability to sit, stand and/or walk for 8 hrs/day.
- Ability to sit, stand, walk, travel to shows and walk up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.

Work Environment

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Basic office environment
- Trade show environment

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified.