

Job Title: Sales Manager
Department: Fashion and Apparel Brand Shows
Reports to: Show Director
FLSA Status: Exempt
Updated: December 15, 2020

Position Purpose

Essential Duties and Responsibilities

Sales Manager will be responsible for all aspects of sales and exhibitor related communications for specific brands and trade shows. The individual will be expected to perform all the duties which are customarily performed by a person holding this position. Other duties may be assigned.

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Responsibilities (includes but not limited to):

- Assist the Show Director to develop a comprehensive sales plan and then manage the agreed upon plan.
- Provide weekly sales reports to the Show Director.
- Prepare sales updated for Friday staff meeting (contracted revenue and pipeline forecast).
- Communicate sales goals and deadlines to all Sales and Show Partners.
- Engage with all Sales Partners (SP) and Show Partners to maintain open communication lines to get regular sales updates.
- Generate new ideas to increase show revenues through alternate (outside of booth and traditional sponsorship sales).
- Create and manage Pavilion Proposals with approval from Show Director.
- Research potential growth areas (new or underserved product categories, country segments and trends) that will affect the sales plan. Create a plan to capture those areas and make a proposal to the Show Director.
- Develop a timeline for sales activities, review timeline with Show Director.
- Maintain Sales Plan, including the development and distribution of exhibitor prospectus and other promotional materials (sales materials, presentations, e-Cards, e-Newsletters and print materials etc.). This should be approved by the Show Director and reviewed by the Marketing Manager.
- Develop strong relationships with client base to increase event re-booking.
- Identify and close both domestic and international exhibitor prospects.
- Identify and close other revenue options, including but not limited to sponsorship opportunities, directory ads and special show features.
- Sales Manager will work with the Show Director to create the layout the floor plan.
- Maintain an updated floor plan.

- Review and ensure all exhibitor agreements are complete and accurately processed and maintained.
- Responsible for collecting payment for sales before the show begins. Work with accounting ensure payments are properly tracked and recognized.
- Maintain industry and product knowledge and inform Show Director of any changing market conditions and competitive issues.
- Work with the data base manager to maintain data base quality and ensure any uploads of new data are in the proper format. Maintain effective sales database for relevant trade shows.
- Maintain, collect and enter all forms required from exhibitors (i.e. directory listing forms) with the assistance of the show/sales coordinator.
- Support all marketing and social media initiatives.
- Work with Marketing Manager to create sales copy for emails, e-marketing, sales materials and other communications.
- Work with Marketing Manager to supply exhibitor promotion content.
- Will work onsite during the show, assignments to be determined.
- Collaborate with the operations team to ensure the Exhibitor Service Manual is proofed and updated.
- Work with operations team to ensure onsite deliverables are made for exhibitors.

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 20%.
- Ability to pass a background check and drug screening test.

Education

- Bachelor's degree or equivalent degree and work experience
- Previous experience managing convention / trade show planning activities for "client side" organization

Qualifications & Work Experience

- A proven ability to communicate effectively in a team setting. Actively work with Sales, Marketing, Executive Management, and service providers.
- The ability to manage workloads and prioritize requests to meet deadlines
- A proactive approach to "managing" exhibitors
- Ability to maintain poise and self-control under pressure in a fast-paced environment
- Exceptional in negotiating, budgeting, and event project management

- Outstanding project management skills
- Strong problem solving, negotiation, and interpersonal skills
- Ability to work independently and with minimum direction
- Robust attention to the details without losing sight of the big picture
- International tradeshow experience strongly preferred
- Expocad or interactive floor planning software experience preferred
- Proficiency in MS Office and comprehension of contact management databases a must

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.