

Job Title: International Sales Associate
Department: International Sales
Reports to: International Sales Director
Prepared by: Human Resources
Updated Date: November 9, 2021

Position Purpose

In this role you will be responsible for sales and exhibitor-related communications to US companies for International shows, assisting in the administration and communication of effective customer support activities. As a sales professional you will perform a variety of duties related to managing relationships, developing new business, and in developing annual sales quotas and forecasting. This role is primarily inside sales communicating via phone, email, social media, etc. with weekly activity goals.

Essential Daily Duties:

Account management, including pre, during and post show preparation for exhibitors. Develop and maintain the exhibitor relationship outside of the sales cycle. Maintain a pipeline in SalesLogix for a portfolio of shows and cross sell to other regions and/or markets as appropriate. Collaborate with the Outbound Sales team and the marketing and operations departments.

Essential On-going Duties:

Attend and work through competitive shows to gain industry knowledge, cultivate existing accounts, and prospect new exhibitors. Advance preparation for shows, e.g., scheduling meetings.

Responsibilities

- Identify, qualify and close US exhibitor prospects for the assigned portfolios of events assigned by the International Sales Director.
- Delegate administrative tasks, including mailing functions, organizational projects, purchase orders, sales reports, timelines and general record keeping to the International team Admin.
- Maintain effective sales database and pipelines for relevant trade shows.
- Maintain an updated floor plan and coordinate with operations team and International Sales Director for any pavilions in portfolio.
- Work in SalesLogix to track Frankfurt's communication with American exhibitors and follow up on invoices, confirmations, deadlines, catalogue orders, ancillary Messe Frankfurt services and general communications.
- Contribute to identifying ideas on increasing show revenues through alternatives to booth and sponsorship sales.
- Maintain industry and product knowledge and inform company of changing market conditions and competitive issues.
- Provide input to International Sales Director in ways to better execute an effective sales plan, including the development and distribution of exhibitor prospectus and other promotional materials.
- Create a time-line for sales activities and inform the International Sales Director.

- Coordinate services provided to exhibitors and miscellaneous projects required by International Sales Director prior to and during the onsite operation of relevant trade shows
- Address exhibitor concerns, requests and questions prior, during and after trade show.
- Management reserves the right to alter or amend the job description, responsibilities and compensation at their sole discretion at any time.
- Other duties may be assigned as required.

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 ability required. Under the American with 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 pass a background check and drug screening

Education

BA or higher

Knowledge

Understanding exhibitor to attendee relationship

Understanding domestic vs. international business, i.e., importing vs. exporting and inbound vs. outbound

Aptitude to build strong interpersonal relationships

Qualifications & Work Experience

Excellent written and verbal communication skills

Innovative self-starter

Outstanding follow-through

Proficiency in MS Office and comprehension of contact management databases

Experience in the trade show industry is necessary

Minimum 2-3 years sales experience

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 sit, stand, walk, and travel up and down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.
- Ability to travel

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.