

Job Title: International Sales Manager
Department: Sales
Reports to: VP Mobility and Logistics
FLSA Status: Exempt
Prepared by: Human Resources
Prepared Date: August 17, 2021

Position Purpose

Responsible for all business to business sales, business development activities, sales from lead generation and direct sales campaigns. Achieve revenue generation and client acquisition goals aligned with MFI vision and values. Coordinate domestic and international sales by establishing sales objectives by forecasting and developing annual sales quotas and goals for sales associates. Analyze sales statistics to determine sales potential and monitor the preferences of customers.

Essential Duties and Responsibilities

Specific duties and responsibilities 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.

- Maintain direct communication with international teams meeting deadlines for projected targets and goals.
- Collaborate with Frankfurt and international brand managers to maximize available space for American exhibitors.
- Manage the sales and organization of any US national pavilion turnkey projects to be held in Frankfurt or internationally.
- In collaboration with the Sales Associate/Show Coordinator, maintain an updated floor plan, receive and ensure completeness of exhibitor agreements.
- Through SalesLogix manage the process of tracking Frankfurt's communication with American exhibitors and follow up on invoices, confirmations, deadlines, catalogue orders, ancillary Messe Frankfurt services and general communications.
- Manage the process of providing services to exhibitors and miscellaneous projects prior to and during the onsite operation of relevant Frankfurt trade show.
- Projecting expected sales volume and profit for existing and newly acquired shows. Analyze and evaluate the effectiveness of sales, methods, costs and results.
- Within the structure of the Sales Plan, work with the Show Director to coordinate time-line for sales activities.
- Develop strong relationships with client base to increase yearly event re-booking.
- Manage financial resources. Prepare operating budgets for pavilion's and approve budget expenditures. Prepare and adhere to travel budgets and policies.
- Implement marketing strategies; analyzing trends and results.
- Supervise the preparation, issuance and delivery of sales materials, exhibits, and promotion programs.
- Develop strategies for outbound business to further develop the portfolio.

- Develop sales plan, track commissions, outstanding balances, forecast estimated square meters, revenue and promotional schedule for all assigned trade shows.
- Keep current with supply and demand, changing trends, economic indicators and competitors.
- Structure sales operational requirements by scheduling and assigning sales associates and following up on work results.
- Consult with operations team on specific customer specifications or preferences.
- Prospect for new accounts using trade publications, industry specific web sites, visit competitive trade shows, association referrals.
- Make decisions and solve problems by analyzing information and evaluating results to choose the best solution.
- Represent MFI at trade association meetings and further develop relationships with the US and state government agencies.
- Serve on the committee that will prepare new systems and policies for international sales and US pavilion sales in the outbound division.
- Maintain professional and technical knowledge by attending educational workshops and reviewing professional publications.
- Develop and establish constructive interpersonal networks in the industry.
- Responsible for staff recruiting, selecting, orientation, training and performance management.

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

Education

BA or higher

Qualifications

Knowledge of principles and methods of promoting, sales techniques and proven ability to close new business and achieve sales quotas.

Demonstrates the ability to carry on a B2B sales conversation and presentations with business owners, CEO's and decision makers.

Strong understanding of marketing strategies and tactics.

Excellent written and verbal communication skills.

Knowledge of principles of providing quality customer service.

Ability to participate in and facilitate group meetings.

Strong computer skills and knowledge of customer relations management systems.

Knowledge of business and management principles involved in strategic planning, leadership technique and human resources.

Motivate teams, work within tight timeframes and simultaneously manage several projects.

Work Experience

Work in a trade show industry a plus.

5-7 years sales experience.

Managerial 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 work long hours on-site during shows.
- Ability to sit, stand, 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
- Basic 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. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.