

Job Title: International Sales Specialist

Position Purpose

This individual will be responsible for all business-to-business trade show space sales, business development activities, sales from lead generation, and direct sales campaigns. The International Sales Specialist will be responsible for achieving revenue generation and client acquisition goals aligned with Messe Frankfurt Inc.'s vision and values. They will analyze sales statistics to determine sales potential and monitor the preferences of customers. The International Sales Specialist will work with international show teams to build show-related working relationships and ensure customer satisfaction and growth.

Essential Duties and Responsibilities

Specific duties and responsibilities include but are not limited to the following:

- Maintaining direct communication with international sales teams
- Meeting deadlines for projected sales targets and goals.
- Collaborating with the corporate office in Frankfurt and international brand managers to maximize available space for U.S. exhibitors.
- Managing the sales and related administration tasks of any US national pavilion turn-key projects to be held in Frankfurt or internationally.
- Maintaining an updated floor plan in collaboration with the Sales Associate/Show Coordinator to receive and ensure completeness of exhibitor agreements.
- Managing the process of tracking corporate office communication with U.S. exhibitors and following up on invoices, confirmations, deadlines, catalog orders, ancillary Messe Frankfurt services, and general communications.
- Managing customers and sales information in SalesLogix.
- Managing 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.
- Analyzing and evaluating the effectiveness of sales, methods, costs, and results.
- Working with the Show Director within the structure of the sales plan to coordinate the timeline for sales activities.
- Developing strong relationships with client base to increase yearly event re-booking.
- Managing financial resources. Preparing operating budgets for pavilions and approving budget expenditures. Preparing and adhering to travel budgets and policies.
- Analyzing trends and results.
- Supervising the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Providing innovative ideas to assist in the development of outbound business strategies to develop the portfolio further.

- Engaging in the collaborative process of developing sales plans, tracking commissions and outstanding balances, forecasting estimated square meters, revenue, and promotional schedules for all assigned trade shows.
- Keeping current with supply and demand, changing trends, economic indicators, and competitors.
- Structuring sales operational requirements by scheduling and assigning Sales Associates and following up on work results.
- Consulting with the Operations team on specific customer specifications or preferences.
- Prospecting for new accounts using trade publications, industry-specific websites, visiting competitive trade shows, and association referrals.
- Making decisions and solving problems by analyzing information and evaluating results to choose the best solution.
- Representing Messe Frankfurt Inc. at trade association meetings and further developing relationships with the US and state government agencies.
- Maintaining professional and technical knowledge by attending educational workshops and reviewing professional publications.
- Developing and establishing constructive interpersonal networks in the industry.
- Attending competitor trade shows and conferences to gain knowledge.

This 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.

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 essential functions.

- Ability to be present in the office.
- Ability to travel for 25% of the work time
- Ability to pass a background check and drug screening test.

Education

BA or higher - preferred

Qualifications

- Knowledge of principles and methods of promoting, sales techniques, and proven ability to close new business and achieve sales quotas
- Demonstrate the ability to carry on a B2B sales conversation and presentations with business owners, CEOs, 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
- Demonstrate proficiency in using spreadsheets and creating numbers presentation

Work Experience

- 2-3 years of Sales experience
- Managerial experience
- Work in a trade show industry a plus

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 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.
- Travel: 25%

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 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.