

**Job Title:** International Sales Specialist  
**Department:** International Sales  
**Reports to:** International Sales Manager  
**FLSA:** Exempt  
**Updated:** March 4, 2026

## About the job

### Join Messe Frankfurt as an International Sales Specialist – Drive Growth in Global Trade Shows!

Messe Frankfurt is one of the world's leading trade fair, congress, and event organizers, hosting cutting-edge trade shows that bring together industry giants and emerging brands. We are at the forefront of connecting global businesses, and we are looking for a results-driven, sales-oriented professional to join our team as an **International Sales Specialist**.

**Do you have a passion for sales and market research?** Are you eager to expand Messe Frankfurt's global footprint and help top-tier companies grow by showcasing their products in our prestigious trade shows? If you thrive in a dynamic environment and are driven to achieve sales goals, this is the opportunity for you!

### What You'll Do:

As an **International Sales Specialist**, your primary role will be to **drive sales** and **conduct in-depth market research** to identify potential exhibitors. You will be integral to the success of our trade shows, contributing to the growth of the event and the satisfaction of our exhibitors. Your key responsibilities will include:

- **Sales Growth:** Actively prospect, engage, and secure new exhibitors, selling premium booth spaces for global trade shows.
- **Market Research:** Conduct comprehensive research on different industries, identifying new potential clients and understanding industry trends. Leverage market insights to tailor sales pitches and recommendations to meet specific customer needs.
- **Client Relationship Management:** Build and nurture long-term relationships with international clients, offering personalized solutions and ensuring that each exhibitor gets maximum value from participating in our trade shows.
- **Global Networking:** Attend industry conferences and events to expand our network, identify new prospects, and position Messe Frankfurt as the go-to platform for business growth. Represent our trade shows with professionalism and enthusiasm, leaving a lasting impression on potential exhibitors.
- **Cross-Functional Collaboration:** Work closely with our marketing, operations, and customer service teams to ensure seamless experience for exhibitors, from initial inquiry to post-show follow-up.

### What We're Looking For:

- **Proven Sales Success:** A track record of at least 2-3 years in sales, ideally within the trade show, events, or B2B sectors. Familiarity with the exhibition or event industry is a plus.

- **Research and Analytical Skills:** Strong ability to gather and analyze market data to inform sales strategies and identify untapped opportunities.
- **Exceptional Relationship Building:** Proven experience in managing and cultivating relationships with domestic and international clients, with the ability to understand their business needs and offer tailored solutions.
- **Results-Driven:** A passion for sales and a proven ability to meet and exceed targets. You're motivated by growth and have a keen understanding of how to drive revenue through strategic sales efforts.
- **Creative and Innovative Thinker:** Able to think outside the box and approach challenges with fresh, innovative ideas to enhance the sales process and exhibitor experience.

### What's In It For You:

- **Dynamic Sales Environment:** Be part of an energetic and forward-thinking sales team where your contributions directly impact the success of our trade shows.
- **Global Exposure:** Work with teams from around the world, expand your international business acumen and build relationships with global industry leaders.
- **Career Growth:** Expand your professional network and take your career to the next level with a leading global company in the events industry.

Ready to make your mark in the world of international trade shows?

### Desired Qualifications & Experience

- Strong negotiation skills
- Demonstrable experience in achieving the company's goal with cost-efficiency
- The ability to work independently and in a team environment
- Strong presentation, organizational, and planning skills
- Excellent English verbal and written communication skills.
- Must be a motivated and energetic self-starter
- Ability to work in a fast-paced, results-oriented environment
- Travel is required, sometimes on weekends

### 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 is required-domestic and international.
- Ability to pass a background check and drug screening test

### Education Qualifications and Work Experience

- Bachelor's degree or equivalent work experience
- PC skills: Proficiency in Microsoft Office Suite, familiarity with Smartsheet and SalesLogix desired
  
- Organizational and time management skills
- Proven ability to multi-task, manage multiple priorities, and meet deadlines
- Strong customer relations and client support skills
- Travel required, ability to work a flexible and demanding schedule

### **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 at shows.
- Ability to sit, stand, walk, and travel up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 50 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 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.