Position Purpose

The Sales Coordinator provides sales and administrative support for assigned MFI trade shows. The position assists the Sr. Show Manager and sales team with prospect research, lead generation, customer communications, sales reporting, database management, sales campaign execution, and day-to-day administrative activities. The Sales Coordinator helps ensure that sales activities are organized, accurately tracked, and executed efficiently while providing responsive support to exhibitors and prospects.

Essential Duties and Responsibilities

Specific duties and responsibilities in the administration and support of sales programs for MFI trade shows include the following. The individual will also be expected to perform all duties customarily performed by a person holding this position. Other duties may be assigned.

Sales Support

- Provide general sales and communications support for assigned MFI trade shows under the direction of the Sr. Show Manager.
- Research potential exhibitors and identify qualified sales leads.
- Conduct initial outreach and cold calls to prospective exhibitors to generate sales leads.
- Respond to routine inquiries and questions from exhibitor prospects and provide information regarding show participation.
- Follow up with prospects and exhibitors as directed by the Sr. Show Manager.
- Assist the Sr. Show Manager with the coordination, preparation, and execution of sales campaigns.
- Identify and communicate potential opportunities to increase show revenue through ancillary services, sponsorships, and other offerings.
- Support sales programs and initiatives developed by the Sr. Show Manager and Sales Associate.
- Provide information and follow-up to support the sales process; qualified prospects and sales opportunities requiring negotiation or closing are transitioned to the Sr. Show Manager/Sales Associate as appropriate.

Sales Administration & Data Management

- Maintain an effective and accurate sales database for relevant trade shows.
- Use SAP Sales Cloud to track communications with exhibitors and prospects and maintain accurate sales records.
- Follow up on invoices, confirmations, deadlines, directory listings, ancillary Messe Frankfurt services, and general communications.
- Produce and distribute sales reports.

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- Maintain timelines, records, mailing functions, purchase orders, and other administrative materials supporting the sales program.
- Maintain an updated floor plan for relevant trade shows.
- Assist with tracking sales activity, exhibitor commitments, and other information needed by the sales team.
- Ensure sales and exhibitor information is accurate, current, and readily available to the Sr. Show Manager and relevant internal teams.

Exhibitor & Customer Support

- Provide general exhibitor request fulfillment and escalate issues requiring sales or account-level decisions to the Sr. Show Manager or Sales Associate, as appropriate.
- Address routine exhibitor concerns, requests, and questions before, during, and after the trade fair.
- Coordinate information and services provided to exhibitors as directed by the Sr. Show Manager.
- Assist with miscellaneous projects required by the Sr. Show Manager before and during the onsite operation of relevant trade fairs.
- Provide timely follow-up and administrative support to ensure exhibitor needs and deadlines are addressed.

Communications & Internal Coordination

- Coordinate sales presentations, exhibitor e-newsletters, fact sheets, and other exhibitor-related promotional materials as needed.
- Assist with daily communication, record keeping, and other activities supporting the sales and strategic positioning of assigned trade shows.
- Support the Sr. Show Manager/Sales Associate with organizational projects and other administrative activities.

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 as required.
- Ability to manage multiple administrative tasks, deadlines, and priorities.
- Strong organizational and follow-up skills.
- Strong written and verbal communication skills.
- Ability to work effectively with internal teams, exhibitors, prospects, and sales partners.

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- Detail-oriented with the ability to maintain accurate records and databases.
- Ability to support sales activities while maintaining appropriate administrative processes.
- Ability to pass a background check and drug screening.

Education
BA or higher.

Qualifications & Work Experience
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office and contact management/CRM databases.
- Strong administrative, organizational, and customer service skills.
- Ability to conduct prospect research and make sales outreach calls.
- Experience in the trade show industry is 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 this job. Under the ADA, reasonable accommodations may enable individuals with disabilities to perform essential functions.

- Ability to work long hours onsite during shows.
- Ability to sit, stand, walk, and travel up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 25 lbs.

Work Environment
- Basic office environment.
- Trade show environment.

The above statements 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 reserves the right to modify this job description at any time.

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