

Job Title: Sales Executive – SPACES Division

Reporting line: Exhibitor Services Director

Contract type: Full Time

Role Summary:

The Sales Executive role will work with the CCO (Chief Commercial Officer), ESD (Exhibitor Services Director), and the SPACES Project Manager to drive sales activity for the Exhibitor SPACES division. The key job function will involve reaching out to prospective customers via email and telephone, managing leads using a CRM system, and helping drive new business opportunities.

Key Responsibilities:

- Identify and prospect potential exhibitors through outbound calls, emails, and CRM-driven lead lists
- Qualify exhibitor needs, budgets, and decision-making timelines and update sales lead Smartsheet
- Maintain accurate records of all exhibitor interactions, opportunities, and contracts in the CRM system and Smartsheet
- Follow up with previous and returning exhibitors to secure repeat bookings
- Track inbound email sales via multiple project specific email addresses
- Handle inbound enquiries from potential exhibitors and convert them into sales opportunities
- Support CCO, ESD and SPACES PM by booking appointments and passing on qualified leads
- Support the team to achieve sales targets
- Respond promptly and professionally to exhibitor questions regarding stand options, pricing, deadlines, and event details adhering to the 24 hour response policy.
- Assist with contract administration, exhibitor documentation, and onboarding processes
- Work closely with colleagues to ensure a smooth exhibitor experience
- Ensure Health and Safety regulations are managed and achieved on each project to include proper PPE.
- Conduct post show exhibitor experience evaluations and identify areas for improvement.
- Assist in upholding ISO and ESSA standards, contribute to accreditation efforts, and prepare for audits.
- Ensure you follow standardised procedures and workflows.
- Attend site build up when required to manage client and stand delivery
- Attend shows when required to carry out sales activities for rebooking and identifying new prospects
- Focus on and participate to achieve pre-set show specific sales targets
- Foster cross-departmental communications to share key information.
- Work with in-house design team on exhibitor specific stand design briefs
- Prepare and submit proposals to exhibitors outlining design visuals, stand specifications and pricing

Qualities:

- Experience working in a call centre or sales environment is desirable
 - Excellent communication and interpersonal skills
 - Active and adaptive listener
 - Confidence in dealing with international clients
 - Drive to 'seal the deal'
 - Love communicating with new people
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Skills and Competencies:

- Strategic thinking and problem-solving abilities.
- Strong organisational and time management skills.
- Ability to work under pressure and meet tight deadlines.
- High attention to detail and commitment to quality.
- Excellent stakeholder management and negotiation skills.
- Ability to build and develop a cohesive team.
- Strong collaboration skills and the ability to foster a supportive and accountable team culture.
- Calm and steadfast demeanour, promoting company values.
- Commercial awareness and a creative, can-do approach.
- Happy to travel and deliver projects across EMEA.

Benefits:

- Competitive salary.
- Opportunities for professional development and career growth.
- Collaborative and inclusive work environment.