



Exhibit Sales Representative (Inside Product Sales with Account Management)

Reports To	Director of Sales
FLSA	Exempt - Full Time
City/State	Little Rock, AR or Nashville, TN

Description **GENERAL DESCRIPTION OF POSITION**

The Exhibit Sales Representative will be a high performer helping us to meet our revenue growth targets by keeping CGI competitive and innovative. This position will be responsible for planning, implementing, and managing sales activities and objectives for CGI.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Sales & Account Management

- Accountable for meeting sales objectives and revenue targets for assigned events and products
- Develop a prospect list and sales pipeline for assigned events through internet research, calls, emails and social media
- Develop and execute sales plan that ensure strategic development of priority accounts and prospects
- Manage solicitations, contracting, invoicing and collections for multiple events simultaneously
- Partner with Marketing to drive inbound business inquiries and exhibitor engagement
- Work in a team capacity with event management, marketing, chapter relations and finance
- Attend assigned conferences to conduct onsite exhibitor sales, service, support and exhibition management
- Serve as primary point of contact for all account management needs and develop a pro-active touchpoint solution to ensure exhibitor satisfaction
- Nurture new and existing exhibitors to increase engagement by cross-selling and up-selling
- Responsible for documenting contacts, accounts, communications, opportunities, sales activities etc. in Salesforce CRM
- Manage administrative aspects associated with exhibits sales, including generating reports, processing exhibitor contracts/terms and conditions, and working with Finance to ensure payments and payment reconciliation on a timely basis
- Work collaboratively with the key stakeholders to develop and implement marketing plans to increase exhibition hall traffic and increase exhibitor ROI
- Collaborate with Director of Exhibit Sales to create value adds, package costs and unique sponsorship opportunities to drive revenue and foster strategic sales relationships
- Recommend budgetary revenue projections as related to sales strategies to appropriate internal stakeholder



Requirements **EDUCATION, SKILLS, AND EXPERIENCE**

- Core selling and negotiation skills including lead generation, prospect qualification, sales cycle management, value proposition selling and closing
- Simultaneously manage multiple assignments, priorities and deadlines
- High energy, willingness to think creatively, problem solver
- Knowledge of market research and a commitment to stay abreast of industry trends
- Adaptability in supporting change by adjusting quickly and effectively to new priorities or circumstances; actively contributing to the implementation of new ideas, offering suggestions to improve the process
- Handles routine and somewhat complex problems effectively; identifying alternatives and selecting appropriate solutions; involving others as appropriate
- Demonstrated ability to work well independently or on a team, always showing respect for a diverse constituency of staff, members, clients, and vendors.
- While performing the duties of this job, employees are regularly required to sit, walk and stand, talk or hear, both in person and by telephone, use hands repetitively to handle or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds.

PREFERRED QUALIFICATIONS

- Bachelor's degree from an accredited university
- A minimum of five years' experience in Business to Business solutions-based selling, Exhibit and Sponsorship sales experience strongly preferred
- Experience and/or knowledge of the association management, healthcare industry and/or case management field
- Experience and/or knowledge of database management and CRM/Salesforce
- Background in solutions-based, consultative selling
- Business to business (B-to-B) related sales experience
- Proficiency with terminology and procedures of the exhibition and conference industry desired
- Association, non-profit experience desired

COMMUNICATION AND CRITICAL THINKING SKILLS

- Ability to read, analyze, and understand general business materials and contracts;
- Ability to speak effectively before groups of customers;
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.
- Ability to present professionally (written, oral, and interpersonal)



SOFTWARE SKILLS REQUIRED

- Proficient: Microsoft Word, Excel, Outlook, PowerPoint
- Intermediate: CRM/Contact Management (Salesforce preferred)

EXPECTED TRAVEL

15% - 20%

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EQUAL EMPLOYMENT OPPORTUNITY

CGI is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.