



Exhibit Sales Representative (Inside Sales with Account Management)

Reports To Director of Sales
FLSA Exempt - Full Time
City/State Remote Based

Description **GENERAL DESCRIPTION OF POSITION**

The Exhibit Sales Representative will be responsible for planning, implementing, and managing sales activities and meeting revenue goals objectives for CGi for multiple CGi-managed events simultaneously. KPIs for this role are meeting established revenue goals for multiple events.

QUALIFICATIONS AND EXPERIENCE

What you bring...

- Driven to meet sales goals
- Able to manage multiple sales campaigns simultaneously
- Bachelor's degree or equivalent experience or professional qualification
- At least two years of experience in a professional, non-retail environment
- You are a relationship builder and strive to ensure every interaction with members and clients is positive and memorable
- Core selling and negotiation skills including lead generation, prospect qualification, sales cycle management, value proposition selling and closing
- Ability to develop a prospect list and sales pipeline for multiple events through internet research, calls, emails, and social media
- Ability to collaborate and work effectively in a remote-work setting. Capable of building relationships with clients and colleagues remotely
- Commitment to upholding our values and engaging in personal and professional development
- Strong detail orientation
- 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.

BONUS QUALIFICATIONS AND EXPERIENCE

Nice to have extras...

- Experience working in Salesforce
- Experience in Business-to-Business (B2B) solutions-based selling



- Exhibit and Sponsorship sales experience
- Healthcare sales experience
- Proficiency with terminology and procedures of the exhibition and conference industry
- Communications and critical thinking skills; ability to read, analyze and understand general business materials and contracts
- Experience working in an association or membership environment

YOUR ABILITIES

Strengths and Preferences...

To give a better idea of the type of person we are looking for, ask yourself the questions below. These are not requirements or preferred, but they should give you an idea of how you would fit into our culture. You are likely a fit for this position if you are naturally a person who:

- Desires autonomy in your work? Where you independently work to achieve clearly defined goals?
- Is committed to meeting revenue goals and timelines?
- Enjoys being working independently but also values collaboration with a competent team
- Can manage multiple concurrent campaigns and projects
- Is committed to flawless and timely follow-up
- Builds relationships, so that customers look to you for solutions and are easy for future repeat sales
- Is organized and detail-oriented self-starter: you are energized by establishing tactical plans and investing effort to reach goals
- Is able and willingness to travel to conferences to promote sponsorship and exhibition opportunities
- Is an effective communicator who asks questions first, can listen well to customer needs, quickly distill complex information, and who can clearly and concisely communicate a value proposition

EXPECTED TRAVEL

Around 15% per year (approximately 17 conferences across the U.S. per year)

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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.

