

Advertising & Exhibit Account Manager

Job Description

Sell print advertising in publications, including magazines, special guides, directories, and web sites. Responsible for increasing the amount of exhibit space and number of exhibitors through the sales of exhibits and sponsorships for all meeting/conventions which conference management coordinates. Responsible for all sales activities, from lead generation through close in an assigned territory. Works within the sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values.

Essential Duties and Responsibilities

- Meet sales goals for each area of responsibility.
- Demonstrates technical selling skills and product knowledge in all areas listed above. Develops annual business plan which will focus the Sales Associate on meeting or exceeding sales quota.
- Demonstrates complete understanding of pricing and proposal models.
- Demonstrates the ability to carry on a business conversation with business owners and decision makers.
- Sells consultatively and makes recommendations to prospects and clients of the various solutions the company offers to their business issues.
- Develops a database of qualified leads through referrals, telephone canvassing, face to face cold calling on business owners, direct mail, email, and networking.
- Maintains accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within their assigned territory in the XYZ database.
- Actively participates in team meetings.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Travel to shows to close business and generate new business

Secondary Duties

- Maintain working knowledge of each publications content
- Have the ability to answer technical questions in regards to all aspects of the job
- Assist in the creation of spec ads for new and existing clients

Job Requirements

Education, experience, sales:

- Proven ability to achieve sales goals
- 4 year college degree
- 2-4 years sales experience
- Minimum 5 years of proven sales experience. Media sales experience preferred.
- Excellent oral and written communications skills, with an exceptional ability to connect over the phone
- Strong ability to work independently and self-motivate
- Initiative
- Ability to meet deadlines and prioritize