

Sales Representative

The XYZ Sales Representative is responsible for generating revenue through selling sponsorships, programs, exhibits and memberships for all XYZ products and services. Qualified candidates will be able to sell exhibits and sponsorships for regional member events, as well as help to launch new products and services through the sale of sponsorships and the creation of partnerships. Should be entrepreneurial and must be able to sell concepts and close deals to help our revitalized and growing association strengthen its financial foundation.

Sales Accountabilities

- Market and sell XYZ products and services as outlined by the annual XYZ sales and marketing plans and the annual budget;
- Build and maintain strong relationships between XYZ and the supplier community;
- Generate and nurture leads;
- Maintain XYZ database active and up-to-date sales lead reports;
- Create opportunities for XYZ partners to maximize visibility through the appropriate XYZ channels;
- Assist in formulating a strategy to sell XYZ products and services;
- Assist in creating new products and sales opportunities;
- Assist in setting annual sales budget;
- Secure materials from advertisers and sponsors;
- Lead the creation of sales-related marketing materials;
- Work with Director of Education to create and sell new educational products and services;
- Communicate with Director of Membership to gain full understanding of XYZ membership and the needs of XYZ members;
- Work with Director of Certification & Benefits to create and promote the sales of new XYZ products and services;
- Work with Marketing Coordinator to market and promote sponsors and exhibitors to XYZ membership;
- Assist in growth of membership

Administrative and Other Functions

- Some travel as required
- Other tasks as assigned by the President

Job Requirements

Education, training, experience:

College degree preferred.

3 or more years of advertising or sponsorship sales, marketing or business experience. Association or industry experience preferred.

Exhibit sales or marketing experience preferred, but not required.

Required proficiency in: Microsoft Word, Spreadsheet applications including Excel.

Strong interpersonal and customer communications skills.

Excellent business writing skills and experience.

Some experience and proven track record in negotiation skills.

Skilled in following up with customers, being forceful in a professional manner and persistent to be able to close sales to maximize customer decision-making.