## **Business Development**

## **Exhibit & Media Sales**

**Current Incumbent:** Vacant - New **Department:** Business Development

**Reports to:** Director, of Sales  **Direct Reports:** 0

**Status:** Full-Time, Exempt **Indirect Reports:** 0

**Updated:** June, 2021 **Eligible for Telework/CWW**: Yes

## **Summary of Position:**

The Exhibit & Media Salesperson is responsible for bringing in qualified leads and establishing initial contact with clients interested in exhibiting or advertising with NAA. The Exhibit & Media Salesperson should have experience researching and cultivating leads from a variety of sources such as marketing campaigns, social media, etc. as well as initiating contact through email and outbound telephone calls for sales qualification. Incumbent must be an excellent communicator and adept at developing strong relationships with customers, from first contact through end of sales. Must be motivated and results-driven and enjoy working in a team environment.

Ultimately, the Exhibit & Media Salesperson will boost sales and contribute to NAA long-term business growth.

**Principal Accountabilities include:**

* Sell exhibits for NAA Events and advertising to include print and digital assets
* Provide excellent customer service to potential exhibitors. Answer high-volume of telephone calls and emails on exhibitor and advertising inquiries
* Maintain web site electronic floor plan and enter exhibitor data onto the website
* Maintain, update, and organize exhibitor priority points and status of sold exhibit space
* Utilize external lists and data sources to identify potential clients
* Respond proactively to all request for RFP’s and marketing plans for advertising clients
* Building a qualified pipeline of opportunities in salesforce.com through cold calls, marketing qualified leads, targeted warm account prospection and conversion of inbound leads
* Build long-term trusting relationships with clients
* Report on lead and prospect progress and results using salesforce.com on weekly basis.
* Communicate with exhibitors to create and maintain exhibitor files for publication in mobile app and onsite map
* Research and resolve problems, questions, issues from exhibitors or advertisers
* Maintain the waitlist and better-booth lists, exhibitor database and develop a database of prospective exhibitors
* Assist in the management of the exhibitor payment process, including collections of delinquent accounts
* Serve as onsite point of contact in the exhibit sales office. Assist exhibitors with exhibitor registration questions and onsite booth sales
* Other job-related duties as assigned

**POSITION QUALIFICATIONS**

**Required**

* 2-5 years of sales and/or business development experience, preferably in the multi-family housing industry (property management or supplier) and/or association membership organization.
* Hands-on experience with multiple sales techniques (including cold calls)
* Experience in multimedia advertising sales, understanding and delivering direct/programmatic sales
* Familiarity with MS Excel (analyzing spreadsheets and charts)
* Strong communication and negotiation and interpersonal skills, with aptitude in building relationships with professionals of all organizational levels
* Strong problem-solving ability
* Excellent organizational skills and team player with ability multi-task in a team environment
* Highly self-motivated and outgoing personality
* Ability to work independently
* Excellent communication skills, both verbal and written
* Strong negotiation and interpersonal skills
* Competent in Microsoft Word, Excel and Outlook
* Working knowledge of Salesforce.com or another CRM application

***Preferred***

* BS/BA in business administration, marketing or related field, sales or relevant field experience
* Operational knowledge of the multi-family industry
* CEM Designation
* Experience in a non-profit organization, association, or criminal justice environment
* Familiarity with and understanding of project-relevant exhibit sales/management and IAEE regulations

**Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

**Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function, and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send resumes, cover letter and salary history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**