

Employee Position Description

Thursday, December 22, 2022

Position Title	Outbound Sales Manager
Team Unit	
Location	Messe Frankfurt Middle East GmbH - Dubai Branch, United Arab Emirates
<p>The purpose of a position description is to explain the primary reason why a position exists, its key focus and what it is expected to accomplish. In addition, it identifies the type of experience, skills and capabilities required to perform the role at a fully competent level.</p>	
Employee Role Purpose	
<p><i>The role of Outbound Sales Manager for Messe Frankfurt Middle East is to:</i></p> <p>Drive through the sales process for selling exhibition space to existing and potential clients based in the GCC, through defined, objective driven activity plans in order to achieve revenue and profit targets.</p>	
Key Organizational Relationships	
Line Manager	Head of Premium Visitor Experience
Peers	
Contacts	Internal: Sales, Marketing, Operations, CRM, HR, IT
	External: Trade associations, exhibitors, publications, media, government agencies, key accounts, sales partners, visitors and other relevant industry groups.
Reports	
Key Accountabilities	
Primary Accountability	Responsible to generate exhibition revenue from new and existing clients.
Activity	<ul style="list-style-type: none"> • Meet defined target number of calls and revenue through sourcing out leads and selling exhibition spaces to GCC clients in pursuant to their participation in Messe Frankfurt's international exhibitions. • Generate revenue by maintaining and developing relationships with existing and potential exhibitors through Telesales and face to face when required • Continuously seek to build strong relationships with current and potential clients in order to secure ongoing relationships with them • Keep track and update knowledge and comprehension of Messe Frankfurt's calendar of exhibitions • Represent the organization by attending exhibition events thereby maintaining relationships, expand the database and prospect for new business • Handle enquiries on the telephone and ensure that all sales administration is completed to a high standard including general correspondences, producing mailings, letter writing and keeping an updated and effective database • Understand the functions of other departments encouraging better work practices and maximizing over all company's objectives. • Provide accurate progress through submission of daily and monthly sales report <p><i>Other functions:</i></p> <ul style="list-style-type: none"> • Ensure effective internal communications both within the Sales, Customer

	Support and Marketing Team and across the organization <ul style="list-style-type: none"> • Report to and meet with the Sales Manager at a minimum of once per month • Utilize the resources of Sales Department for the cost effective delivery of Sales to company • Monitor and report on the activities of competitors and potential collaborators and to identify business opportunities and threats • Keep abreast of market developments and identify and research new growth areas for Sales
Person Specification	
The following list based on what is required to perform the role at a <u>fully competent level</u> (not those of the incumbent), indicating which requirements are essential and which are preferred (or desirable).	
Education	Essential: University or college degree in Economics, Event Management, Business Administration, Marketing or similar
Experience	2+ years in sales and marketing
Personal Attributes	<ul style="list-style-type: none"> • High ethical standards being the representative of the company providing support to all exhibitors, sales partners and business associates. Ethical traits include integrity, objectivity, honesty and due care • Organised and efficient, excellent attention to detail, an ability to manage analytics • Acts confidently and assuredly; communicates competently with different groups of persons, reacts in a relaxed way to critical requesting; persuasive, responsive and always pro active • Shows high commitment and high willingness to perform; takes over additional tasks and responsibility on own initiative; team player • Is resilient in difficult situations; is able to cope with setbacks; reacts in a flexible way to unexpected events; can handle pressure and work to tight deadlines.
Computer Skills	<ul style="list-style-type: none"> • Sage Saleslogix • Microsoft Office Applications, Advanced Excel
Technical Skills	<ul style="list-style-type: none"> • Critical thinking and be able to apply accounting principles to financial transactions • High level of numerical calculation ability and uses numbers as a basis in reasoning and problem solving • Ability to properly record financial information and create financial statements through computerized accounting systems • Ability to carry out communications in writing and verbally • Excellent written & spoken English
Required Competencies	
Professional Knowledge	<ul style="list-style-type: none"> • Has well-founded and acknowledged specialized and methodological knowledge • Engages personally in further trainings in adjoining fields of activity
Change	<ul style="list-style-type: none"> • Deals objectively with upcoming changes and accepts them • Applies new procedures and processes to own field of activity

	<ul style="list-style-type: none"> • Is interested in other cultures; is informed about other cultures and their particularities
Problem Solving	<ul style="list-style-type: none"> • Becomes acquainted with new problems within a reasonable lapse of time; analyses systematically and proposes solutions • Structures complex problems; plans systematically necessary working steps for himself and others • Collects actively relevant information for decision-making; balances pros and cons of decisions; supports their execution actively
Behavioral	<ul style="list-style-type: none"> • Displays endurance and capacity for a past pace • Assertive and has the ability to take charge of situations • Follow policies, accept external controls and supervision and work within the rules • Positive attitude regarding people and outcome • Uses available information to make quick decisions • Friendly, cooperative and agreeable • Independent and self reliant • Able to think clearly and be objective in decision making
Social	<ul style="list-style-type: none"> • Listens actively; delivers content and own opinion comprehensibly and clearly; inquires in case of uncertainties; is able to expose own position; has basic presentation skills • Approaches other people actively; is able to integrate in existing teams; accepts different opinions • Discerns interpersonal conflicts; avoids personal attacks; aims at objective solutions; searches for compromise • People oriented and participates with colleagues; sociable
Entrepreneurial	<ul style="list-style-type: none"> • Adjusts planning and execution of tasks to the achievement of the department's targets (short term or long term strategy) • Derived from the target settings set on personal targets and adjust the work to them; defines detailed target and performance expectations • Is mindful of cost reduction and, if possible, of maximising profit; respects cost planning