

Employee Position Description

Thursday, July 07, 2022

Position Title	Sales Manager
Team Unit	Exhibition
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 Sales Manager for Messe Frankfurt Middle East is to:</i></p> <p>Manage a high level and profitable exhibition portfolio; generate new business stand sales and sponsorship revenue.</p>	
Key Organizational Relationships	
Line Manager	Show Director
Peers	Sales Managers – Exhibition, Conference
Contacts	Internal: Sales, Marketing, Operations, CRM, HR, Accounting, IT
	External: Trade associations, exhibitors, publications, media, government agencies, key accounts, sales partners, visitors and other relevant industry groups.
Reports	Weekly Sales / Opportunity Reporting
Key Accountabilities	
Primary Accountability	Responsible for sales and relations with existing clients and new prospects; developing new revenue streams and to win exhibition sales through telesales and occasional meetings.
Activity	<p><i>Sales Strategy and Planning</i></p> <ul style="list-style-type: none"> • Develop effective sales collaterals and presentations in cooperation with marketing; create marketing plans to ensure the position and image of the show. • Supervise, evaluate and optimize annual, quarterly and monthly planning and operational process as well as monitor sales progress. • Coordinate with the Show Director on event programmes and for all events related costs. • Develop and maintain prospects lists; undertake research and analysis on potential additional product profiles; develop innovative approach on e-selling, phone selling, personal visits of clients in consultation with the Show Director. • Prepare performance report update to the Show Director including timeline, milestone and gap analysis. • Arrange proper administration of exhibitor bookings and submit regular reports to the Show Director including risk assessment. • Gain market intelligence through developing a close working relationship with major clients and use of related media. • Identify future growth areas and through analysis of data and market

	<p>intelligence report to Show Director.</p> <ul style="list-style-type: none"> • Keep abreast of the industry and the competitive environment and to collaborate with the team in developing relevant show content and sales strategy. • Initiate and plan show visits both international and local and to attend competition events; Ensure practical travel costs; properly plan each visit to meet desired results; gain new ideas on venue, pavilion and stand set up and campaign techniques on new and key exhibitor sourcing. <p><i>Customer Service and Relationship</i></p> <ul style="list-style-type: none"> • Develop strong relationships with key clients. • Provide ongoing exhibitor service throughout the event cycle, in particular for key accounts. • Key accounts and rebooking management to reach targeted retention and rebooking rate. <p><i>Floor Plan Management</i></p> <ul style="list-style-type: none"> • Design the floor plan with strategic positioning of show sections and pavilions in coordination with the Show Director. • Supervise the plot of floor plan taking into account projected achievable revenue in coordination with the Show Director, Operations Director and Operations Manager. <p><i>Industry Business Relationship</i></p> <ul style="list-style-type: none"> • Build business relationships and work with industry groups, publications and associations etc to gain their support to the events • Establish and maintain business cooperation with trade associations, publications, key accounts, government agencies and other relevant industry groups as well as ongoing support. • Manage the worldwide agent network through Sales Partner Portal and B45; continuous communication with Sales Partners on productive sales and motivate to achieve common goal. <p><i>Research and Development</i></p> <ul style="list-style-type: none"> • Coordinate market research; report on market developments, including the competitive intelligence and PR tools in cooperation with the Marketing Department (brochures, press releases, web page, and visitor marketing). • Undertake research in coordination with the Sponsorship Sales Manager and initiate revenue sales through sponsorship opportunities. <p><i>Exhibition Run</i></p> <ul style="list-style-type: none"> • Undertake onsite responsibilities and ensure of exhibitor and visitor satisfaction in coordination with the Operations Director and team from build up through tear down. • Ensure synchronized organization with the Operations Director on handling venue negotiations for all costs associated with venue, AV etc. in consultation with the Show Director to ensure practical cost and good quality service. • Ensure proper organisation for VIP's attending the show; arrange reception for business partners i.e. Sales Partners etc.
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Accountability 2	Responsible for managing the overall sponsorship program, soliciting all sponsorship deals, and maximizing sponsorship revenue.
Activity	<ul style="list-style-type: none"> • Sales activities related to the sponsorship sales for all the exhibitions and trade fairs of the Company and the trade fairs and exhibitions by its Holding Company and the subsidiaries, associates, partners of its Holding Company around the world (including e-selling, phone selling, personal visits to clients, presentations, preparing of mail shots and administration). • Coordinating and supervising marketing and PR tools in cooperation with the marketing department (brochures, press releases, web page, and visitor marketing). • Travelling to international trade fairs to tap in to sponsorship opportunities. • Providing sales related information to Management on a regular basis (weekly sales report and upon request). • Meet with appropriate staff as needed to discuss ways to maximize all partnerships, and review status and leveraging possibilities of current relationships. <p><i>Develop and implement overall sponsorship sales strategy:</i></p> <ul style="list-style-type: none"> • Identify and continually update prospect list. • Work with team to ensure a coordinated approach and no overlap. • Prepare master sponsor sales materials and proposals, contracts, and promotional agreements. • Conduct value assessment for event proposals and partnership packages. • Arrange meetings with interested sponsor prospects. • Tailor sponsorship sales materials and promotional programs to targeted categories and companies. • Sell sponsorships. • Negotiate sponsorships and review all deals. • Work with sponsorship management companies in identifying prospects and selling sponsorships. • Create sponsorship timetables well in advance of scheduled events. <p><i>Manage sponsor expectations:</i></p> <ul style="list-style-type: none"> • Monitor graphic standards for logo usage, promotional restrictions and sponsor recognition program to ensure fees paid are proportionate to benefits delivered. • Service sponsors and fulfill contracts. • Review and approve final sponsor identified materials, including advertisements, new releases, promotional and program related materials. • Meet with public relations, development, membership, retail, guest relations, and volunteer services to secure benefits that are incorporated into

	<p>sponsorship packages.</p> <ul style="list-style-type: none"> • Provide sponsors a measurement of their return on investment. • Greet and cultivate sponsors at sponsored events. • Perform clerical functions as necessary, including typing, copying, and answering the telephone as required. • All other responsibilities and tasks as assigned by the Show Director.
Performance Standards	<ul style="list-style-type: none"> • Financial measurement – total achievement of target numbers. • Job commitment – proactive in all areas pertaining to running a successful event and to achievement revenue and space targets • Market and industry knowledge – ability to formulate and execute business plans which lead to the success of the events and maintain its competitiveness in the market. • Ability to grow the business and take it to another level • Ability to build rapport with exhibitors and maintain strong industry connections.
Person Specification	
<p>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).</p>	
Education	Essential: University or college degree in Economics, Event Management, Business Administration, Marketing or similar
Experience	5+ years in sales and exhibition industry
Personal Attributes	<p>Essential: English Language Proficiency</p> <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

	<ul style="list-style-type: none"> • Ability to carry out communications in writing and verbally
<p>Core Skills These are the attributes significant to the performance of the Employee which are to be observed and given feedback on during the mid-year and year-end reviews.</p>	
Key Account Management	<ul style="list-style-type: none"> • Maintain and develop relationships with existing customers in person and via telephone calls and emails. • Produce new initiatives to maximum client retention and acquisition.
Prospecting for New Business	<ul style="list-style-type: none"> • Have a good understanding of the industry and forge relationships with current/new associations and organizations to maintain/gain support in relevant industries, some of which may be non-commercial.
Territory / Sector Development	<ul style="list-style-type: none"> • Research, develop and innovate the brand section • Listen to customer and trade industry requirements as well as market trends.
Pipeline Management	<ul style="list-style-type: none"> • Continuous follow up with leads in order to land the sale • Concentrate efforts on the best, most sales-ready, high value leads • Update and review pipeline regularly • For each step of the pipeline, think about what kind of content to provide prospects that will help take them through to the next phase
Data / SLX Compliance and Management	<ul style="list-style-type: none"> • Manage pipeline, log sales activity and store contact data on SLX • Expand and develop exhibition database
Process Compliance	<p>Uphold the principles and values of the Company Code of Conduct at all times when working with colleagues, customers, suppliers, third parties, shareholders, the environment, our communities, governments and the law.</p> <ul style="list-style-type: none"> • Work with Teams to ensure Company policies and procedures are followed and exercised practically to meet Group requirements and standards. • Collaborate with commercial, marketing and operations functions, to develop best practices • Implement other duties assigned by the department head.
Communication	<p>People who have this capability give and get information in a way that promotes understanding and goal achievement, and communicate persuasively.</p> <ul style="list-style-type: none"> • Confident – speaks so that others listen to their point of view • Tailors their style and approach to reflect the person and situation • Helps others express their views and develop their own ideas • Assertive - states what is or is not possible when faced with demands from others • Changes approach if the other person does not understand, or if communication is breaking down • Persuades by pointing out the benefits and appealing to logic. • Responds in a non-defensive way when attacked or asked about errors or oversights • Good business writing skills - able to draft freeform correspondence and reports

General Performance Requirements	
<p>These are competencies describing the abilities, motivations, and traits of the Employee. Like the core skills, the general competencies are to be observed and given feedback on during the performance reviews.</p>	
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 • 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 Social	<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 • 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