



JOB DESCRIPTION

NAME: Gadget Show Live	DEPARTMENT: Upper Street Events
TITLE: Sales Executive	
REPORTING TO: Sales Manager	
MAIN PURPOSE: To support existing sales team by quickly developing an understanding of the market, analysing new potential exhibitors, finding contact information and initiating conversations with decision makers. Following completing the trial period the candidate will then be expected to take control of a database of their own clients and contribute directly to achieving the team sales target.	
MAIN ACTIVITIES: <ul style="list-style-type: none">• To make at least 50 telesales calls per day, selling stand space to targets set by Sales Manager• Understand and maintain Filemaker database system including logging all calls made• Understanding the categories of each lead A,B,C or Hot, Warm, Cold, etc• Identify new exhibitors via research web, magazines, TV and events, etc• Production of all contracts• Keep online floorplan updated• Secure re-books on site at shows• Effectively develop and manage customer relationships• Sell to database provided converting prospects into contracts	
SKILLS/ATTRIBUTES REQUIRED: <ul style="list-style-type: none">• Willingness and ability to sell• Target driven• Time management including the ability to prioritise• Excellent Telephone manner• Organisational skills• Customer service skills• Basic computer knowledge (Word, Access, Excel, Outlook)• Team player• Capacity to develop and learn new skills• An interest in consumer electronics is preferable but not essential	
Signed..... Head of Department.....	