



## Sales Executive - Canada

### About Us – dmg events

dmg events is an international exhibitions and publishing company. We attract more than 425,000 visitors to our global portfolio of 80 exhibitions each year. Through our global events, our aim is simple. We want to accelerate business through face-to-face events, which is why we work so hard to bring people together, creating opportunities for them to network, learn and do business.

If you have personal flair and energy, a customer focused approach to business, are committed to excellence and are interested in creating a marketplace in which leading organizations can meet clients, and share innovative ideas for business and technology, then you might be the right candidate for dmg events.

### Job Purpose

Exceptional opportunity for a sales professional with experience in the event and exhibitions sectors, with proven sales and business development skills to join a global organizer producing leading world class events.

Based in Calgary, Canada, the Sales Executive will be responsible for retention and growth of assigned accounts as well as the generation of revenue from new business. This role will have to close small to medium to high-value deals with across the energy value-chain, from small to medium enterprise clients to large, blue-chip companies at senior management or director level.

### Typical Responsibilities

The Sales Executive will be responsible for, but not limited to:

- Consultatively sell effective event, advertising and sponsorship solutions to new and existing clients.
- Soliciting new clients to exhibit in assigned trade show(s) within a defined and protected territory.
- Making cold calls and having at least 35 conversations with clients daily.
- Researching potential new clients and prospects using various resources.
- Actively participate in regular weekly sales meetings and host one meeting a month.
- Communicating all sales activity and forecasts with accurate reporting.
- Promoting and actively cross-selling into events within the dmg portfolio.
- Creating strong relationships through having face-to-face meetings with existing clients in order to identify future opportunities.
- Working to achieve industry appropriate mix of clients whose products, services and technology are being displayed at each event.

- Allocating exhibition space and prioritizing the placement of clients – including renewals - based on their specific needs and featured products and services, as well as featured venues.
- Preparing and entering all contracts and/or supporting paperwork into Salesforce for timely processing.
- Utilizing Salesforce to track, build and monitor your sales plan.
- Participating in outside events that will promote the company as a critical member of the industry and community, such as networking events, breakfast clubs, and industry events.
- Assisting in the coordination of move-in/move-out, the development of show features, and providing on-site floor management.

### **You'll have....**

- Experience working in exhibition and sponsorship sales
- 2-4 years experience in B2B conference and exhibition sponsorship sales, working in either a domestic or global market.
- The ability to showcase a strong sales skill set including but not exclusively; lead generation, cold calling, working with CRM systems, cultivating sponsorship and exhibition proposals...
- Experience working in the energy market in sales or on the client side would be a bonus, but not essential.
- Previous responsibility for ambitious sales targets
- The ability to consistently meet and exceed targets

### **You'll Be...**

- Customer Focused – put the customer at the heart of everything we do
- Hard working - Strong work ethic representing our industry leading brands
- Studious - Desire to learn and embrace best practice within your discipline
- Respectful – demonstrate consistency and reliability in all areas
- Collaborative – display open communication and innovation
- Proactive – take initiative on opportunities and test your ideas
- Efficient – display excellent time management and prioritisation
- Effective – focusing on the right things at the right time to deliver the best results

Interested candidates may email [daisykrais@dmgevents.com](mailto:daisykrais@dmgevents.com) with their cover letter and resume