Landscape Ontario
HORTICULTURAL TRADES ASSOCIATION

Business Development & Account Representative

About the Role

Landscape Ontario is seeking a motivated, customer-focused Business Development Representative to support revenue growth, strengthen customer relationships, and increase awareness of the association's products, services, and industry opportunities.

This role is about more than generating new business. A significant part of the position involves providing excellent customer service, understanding customer needs, identifying cross-sell opportunities across products and services, and building long-term relationships with members, exhibitors, sponsors, advertisers, and industry partners.

The successful candidate will learn Landscape Ontario's diverse range of offerings, including trade shows, sponsorships, advertising, membership opportunities, and other programs and services. They will proactively connect customers with opportunities that support their business goals while helping Landscape Ontario grow its non-dues revenue.

This position requires a strong sales mindset, excellent organizational skills, and the ability to manage multiple priorities and deadlines. The ideal candidate is a self-starter who can work independently, take initiative, and contribute effectively as part of a collaborative team.

Experience in trade shows, associations, sponsorship sales, or working with volunteers would be a strong asset.

About You

You are a relationship builder who understands that strong customer service is essential to successful sales. You enjoy working with people, identifying opportunities, solving problems, and helping customers find the right products and services to meet their needs.

You are comfortable managing a sales pipeline, following up on leads, developing new business, and maintaining relationships with existing customers. You recognize opportunities to cross-sell and promote complementary products and services rather than focusing on a single sale.

You are organized, adaptable, and able to balance competing priorities in a fast-paced environment. You take ownership of your work, follow through on commitments, and know when to work independently and when to collaborate with colleagues.

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What You'll Do

Customer Service and Relationship Management

- Serve as a key point of contact for prospective and existing customers, providing timely, professional, and helpful service.
- Respond to inquiries, answer questions, resolve concerns, and ensure customers receive a positive experience throughout the sales process.
- Build and maintain strong relationships with members, exhibitors, sponsors, advertisers, suppliers, and industry partners.
- Understand customer needs and recommend relevant products, services, and opportunities.
- Follow up consistently with customers to maintain engagement, encourage repeat business, and identify future sales opportunities.

Business Development and Sales

- Research, identify, and engage prospective customers to develop new business opportunities.
- Promote Landscape Ontario's range of products and services, including trade show booth sales, sponsorships, advertising, and other revenue-generating opportunities.
- Proactively identify opportunities to cross-sell multiple products and services to existing and prospective customers.
- Manage leads and sales opportunities from initial contact through follow-up, negotiation, and closing.
- Develop and execute targeted sales campaigns through phone, email, and other communication channels.
- Meet established sales targets and performance indicators related to revenue, customer engagement, pipeline development, and retention.
- Maintain accurate customer information, sales activity, and follow-up records within the CRM system.
- Work collaboratively with internal departments to identify opportunities, coordinate sales initiatives, and deliver on customer commitments.

Trade Show and Event Support

- Support exhibitor sales, sponsorship development, and customer relationships for Landscape Ontario's trade shows and events.
- Help exhibitors and sponsors identify opportunities that align with their business objectives and maximize their participation.
- Coordinate sales follow-ups, renewals, and related customer communications before, during, and after events.

- Assist with the delivery of sales initiatives, sponsorship commitments, and customer service activities associated with trade shows.
- Work with internal teams to ensure customers receive consistent communication and a positive event experience.

Association and Volunteer Engagement

- Develop an understanding of Landscape Ontario's membership, programs, services, and industry priorities.
- Build effective working relationships with volunteers, committees, sector groups, and other association stakeholders.
- Work collaboratively with staff and volunteers to identify business opportunities, support initiatives, and strengthen industry engagement.
- Represent Landscape Ontario professionally and contribute to the association's broader objectives.

Organization and Teamwork

- Manage multiple projects, customer requests, sales activities, and deadlines simultaneously.
- Maintain accurate records, prioritize daily activities, and ensure commitments and follow-ups are completed on time.
- Take initiative, identify solutions, and work independently with minimal supervision.
- Communicate regularly with colleagues and contribute to shared departmental and organizational goals.
- Adapt to changing priorities in a busy, deadline-driven environment.

What You'll Bring

- Experience in business development, inside sales, account management, customer service, or a related role.
- Strong customer service skills and a demonstrated ability to build positive, lasting business relationships.
- Proven ability to identify sales opportunities, develop new business, and cross-sell multiple products or services.
- Excellent verbal and written communication skills.
- Strong organizational and time-management skills, with the ability to manage competing priorities and multiple deadlines.
- A resourceful mentality, with the ability to take ownership of responsibilities and work independently as well as collaboratively within a team.
- Strong follow-up, problem-solving, and relationship-management skills.
- Comfort using CRM systems, spreadsheets, email marketing platforms, and other sales and business applications.

- A professional, customer-focused approach and a commitment to delivering results.

Assets That Will Set You Apart

- Driving non-dues revenue for a not for profit trade association
- Experience working in the trade show, exhibition, or events industry.
- Experience selling trade show booth space, sponsorships, print or digital advertising, or other business-to-business products and services.
- Experience working within a membership-based association or not-for-profit organization.
- Experience working with volunteers, committees, boards, or industry sector groups.
- Knowledge of the landscape horticulture industry or related green industry sectors.
- Experience managing exhibitor accounts, sponsorship fulfillment, renewals, or event-related sales.
- Familiarity with CRM platforms such as Salesforce, email marketing tools such as Mailchimp, Hubspot, and Google Workspace.

Salary and Benefits

- Annual salary range $65,000 - $80,000, based on experience.
- Three weeks of vacation.
- Health benefits.
- Matching RRSP program.
- Discounted cell phone program.
- Modern, renovated office space.
- A collaborative and supportive team environment.

About Landscape Ontario

Landscape Ontario Horticultural Trades Association is a member-based organization dedicated to promoting and advancing Ontario's landscape horticulture profession through leadership, community, professionalism, and stewardship.

Representing over 2,600 members across Ontario, Landscape Ontario provides education, professional development, industry events, networking, and business opportunities that help members grow and succeed.

Through its trade shows, programs, and services, Landscape Ontario connects businesses, suppliers, professionals, and future industry leaders while advancing the economic, environmental, and health and wellness benefits of the landscape horticulture profession.

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Our Commitment

Landscape Ontario is an equal opportunity employer committed to fostering an inclusive and respectful workplace. We welcome applications from qualified candidates with diverse backgrounds, experiences, and perspectives.

We look forward to learning more about your experience and how you can contribute to our team.

Please contact:

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