

General Information

Job Title: Account Representative II (Events - Canada)

Location: Hybrid position, Anywhere in the province of Ontario, Markham, ON L3R 5J2, Canada

Employee Type: Canadian Employee

Description

Responsible for the sale and management of a portfolio of products and services including tradeshow, events, media, sponsorship, and advertising. The Account Representative II will prospect new accounts and renew current accounts equally

MAJOR FUNCTIONS:

- Promote and sell new and existing exhibitor accounts in assigned territory
- Research and identify new prospect opportunities using technology tools, social media, newsfeeds, and other methods.
- Research and identify key contacts within new accounts.
- Cross-sell accounts into additional SME events and up-sell accounts into additional products offerings including sponsorships.
- Provide exceptional customer service to account base.
- Maintain a complete electronic record of sales activity in company CRM system and Salesforce.
- Travel to prospect new customers and service existing customers (to include, but not limited to, SME and competitive events, and customer offices).
- Meet or exceed all sales metrics, as assigned (i.e., call volume, number of meetings, sales revenue, etc.)
- Prepare and present targeted customer proposals
- Prepare for and actively participate in weekly goal setting and goal achieving meetings
- Develop and maintain high level of product, industry, and client knowledge.

- Other duties as assigned.

- **Requirements**

MINIMUM EDUCATION, SKILLS AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree in Business, or Marketing required, or equivalent related professional experience.
- Three or more years sales experience with manufacturing, events or tradeshow organization sales preferred.
- Prior phone sales, direct sales or customer service activities required.
- Self-motivated, competitive, and highly driven to exceed set goals.
- Ability to think strategically to identify, generate, nurture and qualify leads to turn them into sales ready opportunities.
- Aptitude for overcoming objections and effectively communicating value proposition to key decision makers and influencers.
- Proficient in standard Microsoft Office programs including Outlook, Word, Excel and Power Point
- Effective written and verbal communication skills; strong organizational skills
- Experience in manufacturing preferred. Experience working in a fast paced, multi-tasking environment

KEY COMPETENCIES:

Core competencies;

- Communication and Collaboration
- Relationship Management
- Professionalism and Integrity
- Critical Thinking and Decision-Making
- Execution

- Initiative, Leadership, and Development

Job specific competencies:

- Manufacturing industry and/or tradeshow knowledge
- Sales and consultative business development
- Employer Branding
- Customer service-oriented mindset
- Strategic planning
- Client relationship management
- Negotiation

WORKING CONDITIONS:

- Normal office environment
- Primary office location: Markham, Ontario
- Regular, in-person attendance required
- Travel required (25% - 50%)
- Some exposure to hazards of forklift, trucks, fumes, etc. on-site

Summary

POSITION TITLE: Account Representative II

GROUP: SME Canada

SME is an Equal Opportunity Employer.

Applicants must live in Canada and legally be authorized to work there. Also, must be able to travel to/from the United States.

The salary range for this position is \$57,200 - \$71,000 per year, based on experience and qualifications. Offers typically fall within this range based on individual qualifications and budget availability. Certain positions may also be eligible for bonus/incentive compensation, subject to role and company policies.

Ready to Apply?

Interested candidates are encouraged to apply directly through the job posting link or contact **Emma Messina, Lead Talent Acquisition Partner**, at careers@sme.org for additional information.

<https://secure.entertimeonline.com/ta/6150201.careers?ShowJob=1006937537>