

OPPORTUNITY

SALES Executive – Fixed Term Contract – 6 months (with possible extension)



Fresh RM is the UK's leading provider of foodservice and hospitality events. A joint venture between Reed Exhibitions and Montgomery Exhibitions, we are located in Manchester Square, near Oxford Street.

We are looking for salesperson to take on the role of sales executive on a fixed-term contract for a 6 month period. The chosen candidate will work on a full time basis on Hotelympia 2012. Hotelympia is the UK's market leading event for the Hospitality and Foodservice sector delivering over 800 exhibiting companies and 40,000 visitors every two years at ExCeL, London. This requires a highly-motivated and confident individual with excellent time management skills and the ability to work under pressure to sell event space on the event.

Role Purpose: Sales of floor space and Value Added services. To meet and exceed sales targets for a specific product area within the show, for which you will have sole or joint responsibility depending on the section.

This position will involve the following main responsibilities:

- To sell to both previous and new exhibitors mainly through telephone sales, but face to face where required
- To achieve outlined sales targets and meet company minimum sales standards (call rates, number of meetings)
- To develop a strong level of industry knowledge
- To be responsible, for the efficient floor-planning of their relevant section of the show
- Where necessary carry out face-to-face presentations to existing and potential exhibitors to secure their involvement
- Accurately report progress through weekly sales reports and forecast revenue projections allowing the Head of Sales & Event Director to budget accordingly.
- To deliver a high-level of customer service, through hand-holding and advising, to exhibitors who are sometimes new to exhibiting.

The candidate:

This position requires a well-motivated and confident sales professional who can demonstrate:

- A minimum of 1 years' strong sales experience in a relevant environment (exhibitions, publishing, etc. but exhibitions would be preferable)
- Innovation and imagination
- Tenacity and a determination to close the sale
- Experience in consultative selling and objection handling
- Excellent communication skills

The candidate must be a self-motivated team-player with a determined, mature approach and a healthy interest in developing their skills and knowledge of this exciting industry.

Interested?

If this position interests you or you know someone it would, please apply in writing to Andrew Pantelli at Fresh RM, or email andrew.pantelli@freshrm.co.uk