

## NürnbergMesse North America Job Description



**Job Title:** Sales Manager  
**Reports To:** Managing Director  
**Employment:** Full Time  
**FLSA Status:** Exempt  
**Location:** Atlanta, Georgia

### SUMMARY

The Sales Manager position with NürnbergMesse North America is responsible for managing all sales-related activities associated with assigned events managed or contracted by NürnbergMesse North America, as well as Outbound and Pavilion sales into assigned events from the NürnbergMesse Global Portfolio. The primary responsibility is to execute sales activities resulting in the generation of target revenues for NürnbergMesse North America from assigned portfolio of events.

**MAJOR ACCOUNTABILITIES** include the following. Other duties may be assigned.

- Create and maintain territory development plan addressing the following for all events within assigned territory:
- Create and maintain monthly, quarterly and annual sales and marketing plans with quantitative metrics for performance analysis and accurate forecasting.
- Meet sales goals and objectives.
- Manage operations (sales orders) for pavilions in assigned events.
- Customer service for exhibitors including up to and during events.
- Communicate sales and marketing progress to international management.

### SALES FOCUS:

- **Outbound Sales:** The sale of U.S. based exhibiting organizations into assigned events from the NürnbergMesse global portfolio.
- **U.S. Pavilion Sales:** Sale and Management of exhibit space and operations orders for U.S. Pavilions at specific events within the NürnbergMesse global portfolio.
- **Domestic Pavilion Sales:** Sale and Management of exhibit space, pavilion packages, and sponsorship packages within domestic partner events.
- **NMNA Event Sales for Exhibit Space, Sponsorships and Marketing / Advertising Opportunities.**

### QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each major accountability. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the major accountabilities.

### Education and/or Experience:

Bachelor's degree from four-year college or university; and four to six years related experience and/or training in sales; or equivalent combination of education and experience. Three years of experience in tradeshow sales, sponsorship and/or marketing management desired. Knowledge of international events and trade shows desired, but not required.

**Language Skills:**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and marketing communications. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**Reasoning Ability:**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:**

To perform this job successfully, an individual must have an intermediate proficiency in Microsoft Office applications. Experience in working with and managing CRM Systems, specifically data management, workflow processes, dashboard essentials, task automation and cloud service integration preferred. Experience with ZOHO CRM a plus.

**Other Skills, Abilities and Requirements**

- Ability to prioritize and plan work activities, be detail-oriented and maintain confidentiality.
- Ability to perform under minimal supervision and work extended/irregular hours including nights, weekends and holidays as necessary to ensure that deadlines are met.
- Ability to travel, including international travel. Must have a U.S. Passport without restrictions.
- Establish and maintain effective working relationships with diverse groups of people in high pressure situations with a goal of having the client become or continue as a repeat customer.
- Ability to anticipate problems and opportunities and have the initiative to follow through quickly and independently.
- Thorough understanding of working with complex budgets, as well as the ability to create event financial reports and provide detailed forecasts.
- Excellent oral and written communication skills.

Core Competencies needed to succeed in this position: Strong business acumen; listening; strategic agility; dealing with power; creative thinking; problem solving; overcome objections; command skills

**TRAVEL REQUIREMENTS:**

Travel for this position is estimated at 25% – 35%. Candidates must be able to travel internationally. As such, candidates must have a valid US Passport with no restrictions.

**INTERESTED APPLICANTS:**

To apply, send resume, cover letter and reference list to:  
[bill.ingwersen@nuernbergmesse-north-america.com](mailto:bill.ingwersen@nuernbergmesse-north-america.com)