



Job Title: National Sales Manager – Trade Shows and Conferences

Location: South Barrington, IL USA (can work remote / virtual)

Department: Sales & Marketing

Reports to: VP – Sales & Marketing

Employment Type: Full Time, Exempt

Compensation: Salary + Commissions and Benefits

Job Summary:

The National Sales Manager (NSM) position is responsible for developing and expanding the client portfolio of eShow by presenting eShow products and services as the premiere event management platform serving trade shows and conferences. This position is a key component to the business development strategy of eShow.

The eShow platform and numerous event management modules provide a unique, all-encompassing solution to the complex sales and production needs of Trade Show and Conference Management. The NSM's primary goals are to identify new opportunities to introduce the eShow platform, identify and understand the event needs of the client, align eShow products and services as the solution to these needs, secure business opportunities with these customers, and grow these relationships into long-term partnerships. In addition to securing new clients, business retention is also a key component of this position.

The NSM must have a thorough understanding of the needs of event management in the world of trade shows and conferences. The NSM must be able to understand the eShow product line and how the eShow platform applies to all aspects of Trade Show and Conference Management. The NSM will act as a Subject Matter Expert, advising clients based on the unique needs they have on their respective events while positioning the advantages eShow platform provides in addressing those needs.

The NSM must possess the core competencies associated with success in business development as well as present high competencies associated with the sales and client retention process: relationship building; abstract thinking; dealing with power; negotiating; internal and external communication; interpersonal savvy; creativity; customer service; process driven; data analysis; deals with pressure; deals with ambiguity; meets deadlines, goals and objectives; and tenacity. The NSM must excel in executing within a sales process, excel at generating leads, build long-term relationships with clients, and close deals. Sales Eagles Wanted!

The ideal candidate will be a quick learner with strong communication skills and the ability to showcase our offerings in a compelling way. Often tasked with giving presentations, attending networking events, and attending trade shows, it's essential that the NSM be personable and professional

Supervisory Responsibilities: None

Duties/Responsibilities:

- Represent eShow's products and services, starting with a deep and comprehensive understanding of all products following with an understanding of how our solutions meet our customers' needs. NOTE: Must be able to present eShow products as a Subject Matter Expert, providing a solution to a client's needs in a consultative manner.
- Develop and implement territory action plans utilizing comprehensive data analysis • Meet monthly and annual sales goals through the successful implementation of sales and marketing strategies and tactics
- Generate leads and build relationships; Identify appropriate prospects, set appointments, make effective qualifying sales calls, and manage sales cycle from lead generation to close • Provide demos of all eShow products to prospective and existing clients • Prepare professional proposals as required for executive-level presentations in response to RFPs • Prepare professional, complete, concise, and accurate reports as required for executive-level presentations



- Prepare and process all sales agreements, addendums, and amendments accurately and efficiently
- Maintain working relationships with existing clients to ensure exceptional service and identification of potential new sales opportunities while remaining focused on client retention
- Maintains accurate and updated records in eShow CRM (Zoho) to ensure historical accuracy of all accounts, opportunities, contacts, cases, and resolutions.
- Coordinate with other sales team members to ensure company goals, objectives, and standards are achieved
- Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, and merchandising techniques.
- Recommends changes in products, service, and policy by evaluating results and competitive developments
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
- Represent eShow at numerous industry events including trade shows and corporate events.

#### Required Skills/Abilities:

- Bachelor's degree in business, marketing or communications, or an equivalent combination of education and experience.
- 8+ years' experience in Sales and/or Event Management in the Tradeshow Industry, or combination of both (must have experience in the events industry, specifically Trade Shows and Conferences)
- Excellent customer service and interpersonal skills.
- Strong attention to detail and organizational skills.
- Effective time management skills and multi-task oriented.
- Ability to perform within short-term deadlines.
- Ability to work in a team environment.
- Ability to communicate clearly with personnel at all levels of education and expertise, inside and outside the company.
- Problem solving skills; ability to effectively identify and solve problems.
- Ability to operate with little or no supervision.
- Ability to work within a CRM framework (Zoho CRM)
- Strong presentation skills
- Proficient with all Microsoft Office applications
- Technically proficient with video conference and communication tools
- Ability for Frequent travel

#### Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to talk and hear.
- Ability to see and read.
- Reaching and manual dexterity for operating computer keyboard.
- While performing the duties of this position, travel may be required.
- The employee is required to extend hands and arms in various directions in order to handle files and associated paperwork; use hands/fingers in repetitive motion in keyboard usage; use hands/fingers to efficiently utilize a writing instrument.
- Stooping kneeling, crouching, crawling, standing, sitting, walking, pushing, pulling, is relative to office files, etc..
- Expressing or exchanging ideas by means of the spoken word is required, as well as the ability to convey detailed/important instructions in an accurate manner.



- Ability to frequently talk or hear on a telephone and receive detailed information through oral communication is required.
- Exertion up to 20 pounds of force is occasionally required and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects.
- Visual activity requirements are those of Clerical Administrative. This is a minimum standard for use with those whose work deals largely with preparing and analyzing data and figures, accounting, computer terminal, extensive reading, operation of machines, and using measurement devices.

## About eShow

Founded in 1996, eShow has helped Event Managers and personnel run thousands of events worldwide. Our goal is to not only provide our clients with the tools they need for their events; but to drive our clients to innovate how they promote, sell, manage, and implement their events. Our business model is simple: eShow builds relationships and long-term success stories by providing our clients with excellent products and services. We do not believe in high priced or gimmicky, one-shot deals.

The real power of eShow comes from the synergy that has been developed between all our tools and web-based products. Because of this, eShow provides its clients unique advantages that are unmatched in the industry, including powerful value-added services such as free customization, feature development, and green products and suggestions, as well as advanced add-on services like website management, exhibit sales support, and onsite support.

eShow's breadth and depth of experience means you enjoy a fully integrated, customized, and branded experience where every aspect of your event is managed and complemented with an equally strong counterpart. All of this is supported by a team that truly understands how an event is produced, from conception to planning, to those inevitable fourteen-hour days executing your event on the show floor, and finally wrap up.

In this time of "finding the new normal", we are taking what we have learned over the last 24 years and are helping our clients pivot to their new normal. We are taking the many face-to-face event experiences we have and are helping the event industry pivot to all three event models: in-person, digital/virtual, and hybrid event spaces. At eShow, we focus on the full event experience, no matter what that looks like. This means eShow considers every step along the way including registration, networking, accessing sessions, making purchases, and even visiting the expo hall. We understand what it takes to make a great in-person event, take those same aspects, and roll them up into a seamless online event.

For additional information, please visit <https://www.goeshow.com>

### CONTACT:

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NO PHONE CALLS PLEASE! EMAILS ONLY.