

United Arab Emirates Jobs Expertini®

Sales Roles - UAE National

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Company: Informa Connect Limited

Location: Dubai

Category: sales-and-related

Informa PLC is a leading international events, intelligence and scholarly research group. Our purpose is to champion the specialist. Through hundreds of powerful brands we work with businesses and professionals in specialist markets, providing the connections, intelligence and opportunities that help customers grow, do business, make breakthroughs and take better informed decisions. Informa is listed on London Stock Exchange and a member of FTSE 100, with over 11,000 colleagues working in more than 30 countries. Informa Markets is one of the largest pure-play providers of speciality business-to-business market access services in the world. We have the leading position in twelve distinct commercial marketplaces on a global basis. We help buyers and sellers grow their businesses in industries as diverse as pharmaceutical and food through to luxury yachts, fashion and beauty products. We connect, educate, and provide actionable insights across specialty commercial sectors. And we do this through scale trade exhibitions as well as innovative digital market access services for B2B suppliers and buyers. Now, by leveraging our unique first party market data, we have embarked upon an ambitious programme to expand the way that we assist these communities in uniquely powerful ways. Whilst working in the sales team you will be responsible for overseeing the individual assigned territories and being a contributor to ensure the achievement and exceeding of sales revenue targets for the team in accordance with the sales plan. The Sales Team will provide a high level of prospecting, relationship building and account management to existing and prospective exhibitors to sell solutions which meet with the client needs. Job Description Sales and Account Management Identify, pitch and secure prospect exhibitors to participate in assigned events. Drive Sales performance in the

relevant product assignments, ensuring individual achievement of set revenue targets in accordance with the sales plan Ensure the sales focus and direction is maintained and/or readjusted where necessary Fielding incoming leads across assigned territories Utilize resources to tailor sales approach to build new relationships and enhance existing relationships Build and maintain strong client relationships; Customer Retention Understand client's objectives and support them to achieve these through the event campaign Maintain regular contact with existing clients throughout the event cycle On-site account management to achieve high exhibitor satisfaction levels and retention New Business Identify new prospects through use of industry media, social media, online resources, industry networking and company CRM Developing new business and revenue streams, including sponsorship and other non-square metre revenue sources CRM and Reporting Overseeing the continual and accurate data capture of sales activities/calls and updating the CRM to ensure all opportunities and pipeline is up to date Completion of sales progress reporting (e.g. revenue vs target, activity reporting etc.) Monitor the debt reports and assist the finance team with revenue collection Ensure up to date market intelligence is available for the Head of Sales and Marketing Manager to assist with exprom and visprom campaigns Continually monitor and research the market using online resources, gaining customer feedback, attending competitor events where appropriate, and industry networking Awareness and understanding of floor plan optimisation Ensure consistent and effective communication with other internal stakeholders pertaining to assigned products including operations, marketing, finance to maximise client experience and product delivery. Perform any other duties commensurate with the grade and level of responsibility. Key Performance Indicators Achievement of sales revenue targets, campaign management, floor plan management within timelines Achievement of KPI's as set out by the Portfolio – phone time, f2f meetings, systems Exhibitor satisfaction levels including regular follow ups via emails and calls, onsite rebooking's and retention Timely & accurate reporting of sales results, pipeline and activities Qualifications Educated to degree level or equivalent Significant and successful experience in a sales role Computer literate and proficient in the use of commonly used business software Effective verbal and written English communication skills Strong interpersonal skills Numerate Awareness of exhibition production Experience of growing and developing new markets and products Telesales, media sales or exhibition background Relevant industry knowledge Understanding of event cycles Additional Information There is also a commission scheme attached to many of our

sales positions. The commission will be paid on top of your base salary depending on you hitting KPI's and performance targets. We know that sometimes the 'perfect candidate' doesn't exist, and that people can be put off applying for a job if they don't fit all the requirements. If you're excited about working for us and have most of the skills or experience we're looking for, please go ahead and apply. You could be just what we need! We believe strongly in the value of diversity and creating supportive, inclusive environments where our colleagues can succeed. As such, Informa is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, color, ancestry, national origin, religion, mental or physical disability, medical condition, genetic information, sex (including pregnancy, childbirth, and related medical conditions), gender identity, age, marital status, citizenship, or other protected characteristics under federal, state or local law. This role may also be available on a flexible working or part time basis – please ask the Talent Acquisition team for more information.

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