

Role: Sales Executive

Reports to: Portfolio Director

Location: SEC Creates (previously known as QD Events), Glasgow

Role Summary

Working as part of the SEC Creates team selling exhibition space and sponsorship for The Scottish Wedding Show engaging both existing and potential clients while meeting individual and team targets. Proactively identify new business opportunities and nurture strong client relationships.

Key Responsibilities

Sales

- Sell exhibition space through direct client engagement via phone and in-person meetings
- Develop and maintain excellent client, sponsor and wider show team relationships by demonstrating effective communication across all channels
- Ensure agreed revenue and KPI's are met and exceeded on a consistent basis
- Report accurate commercial forecasts to the Portfolio Director on a regular basis
- Identify and research potential new business through a variety of channels including but not limited to; online, print, live events, trade and consumer exhibitions.
- Manage the rebook process for your clients, pre-show, onsite and post event.
- Conduct floor plan management and allocation of stand space in conjunction with the Operations team and Portfolio Director.
- Maintain CRM & Floorplan systems ensuring timely and accurate updates to data, contracts, and spreadsheets as required.
- Keep up to date with market trends and explore new opportunities for sales growth through research and analysis.
- Contribute to commercial strategies and initiatives to ensure the ongoing growth and development of all SEC Creates shows.
- Attend competitor events to gather fresh ideas and identify potential new clients.
- Committed to the success of the show and continuous personal growth.

General

- Maintain effective communications strategies between SEC Creates and all colleagues, partners, contractors and customers to ensure the efficient running of all events and activities at SEC Creates.
- Adopt the integration of technology and digital processes in the SEC Creates team

SEC Creates

- Ensure all functions are carried out in accordance with current legislation, standards and codes of practice and proactively identify risks and ensure that risk assessments are undertaken for all operations.
- Carry out additional duties as required by the company across all relevant shows.
- Understand every touchpoint required to deliver a personal and customer first experience.

Desirable Skills and Experience

- Proven experience in sales, preferably in the events or exhibitions industry.
- Ability to build and maintain relationships with clients.
- Self-motivated and goal oriented.
- Excellent organisational and time management skills.
- Customer Relationship Management (CRM) knowledge.
- Knowledge of the wedding industry would be an advantage.

Key Competencies

- Negotiation and closing skills.
- Lead generation and prospecting.
- Strong communication and interpersonal skills.
- Target Driven Mindset.
- Adaptability and resilience.
- Initiative and problem-solving.
- Ability to work independently and as part of a team.