



EXHIBIT SALES REPRESENTATIVE – CONTRACT

ABOUT CGI

At CGI, our mission is to create growth and strategic results for associations, businesses, meetings and events. We are a small but rapidly growing company with offices in Little Rock, AR and Nashville, TN. You can find out about part of what we do by visiting our web site at <http://www.cgiresults.com> and also visiting our client site at <http://www.acmaweb.org/>

CGi provides an array of services: association and event management services, as well as educational and analytical products/services to hospitals and health system clients. Our commitment to maintaining the highest standards of quality and client satisfaction allow us to facilitate the growth and success of each of our valued clients. We believe that our team and their contributions are critical in this mission.

OPPORTUNITY

The Exhibit Sales Representative (40 hours weekly, contract) will be a high performer helping us to meet our revenue growth targets by keeping CGI competitive and innovative. This position will be responsible for planning, implementing, and managing sales activities and objectives for CGI. This is a fully remote independent contractor opportunity.

IDEAL CANDIDATE

- ✓ 5 yrs. experience in a Business to Business solutions-based selling, Exhibit and Sponsorship sales experience strongly preferred
- ✓ Preference for a bachelor's degree from an accredited university
- ✓ Proficient experience with Word, Excel, Outlook, and PowerPoint required
- ✓ Background in solutions-based, consultative selling
- ✓ Intermediate: CRM/Contact Management (Salesforce preferred)
- ✓ Ability to multi-task between projects
- ✓ Detail-oriented with excellent organizational skills
- ✓ High energy with a positive attitude
- ✓ Association, non-profit experience desired

RESPONSIBILITIES

- Accountable for meeting sales objectives and revenue targets for assigned events and products
- Develop a prospect list and sales pipeline for assigned events through internet research, calls, emails and social media
- Develop and execute sales plan that ensure strategic development of priority accounts and prospects
- Manage solicitations, contracting, invoicing and collections for multiple events simultaneously
- Partner with Marketing to drive inbound business inquiries and exhibitor engagement
- Work in a team capacity with event management, marketing, chapter relations and finance

- Attend conferences to conduct onsite exhibitor sales, service, support and exhibition management
- Serve as primary point of contact for all account management needs and develop a pro-active touchpoint solution to ensure exhibitor satisfaction
- Nurture new and existing exhibitors to increase engagement by cross-selling and up-selling
- Responsible for documenting contacts, accounts, communications, opportunities, sales activities etc. in Salesforce CRM
- Manage administrative aspects associated with exhibits sales, including generating reports, processing exhibitor contracts/terms and conditions, and working with Finance to ensure payments and payment reconciliation on a timely basis
- Work collaboratively with the key stakeholders to develop and implement marketing plans to increase exhibition hall traffic and increase exhibitor ROI
- Collaborate with Director of Exhibit Sales to create value adds, package costs and unique sponsorship opportunities to drive revenue and foster strategic sales relationships
- Recommend budgetary revenue projections as related to sales strategies to appropriate internal stakeholder
- Perform other duties as assigned

DETAILED QUALIFICATIONS

- Strong computer skills, including Microsoft Office (2 years minimum)
- Good communication and people skills
- Ability to follow directions and complete tasks independently
- Ability to present professionally (written, oral and interpersonal)
- Ability to speak effectively before groups of customers
- Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists
- Prompt, reliable, and responsible
- Able to lift up to 25 pounds

TO APPLY

Please reply with resume, hourly rate and availability.

Christy Lund, Director of Human Resources – clund@cgiresults.com