

Job Title: Sales Executive, 100% Design

Reports to: Sales Manager

Based at: Richmond, UK

100% Design London is a world leading design event about the very best in contemporary interior design. Launched in September 1995, this annual event connects an edited mix of over of 350 exhibitors from every corner of the globe with an audience of 26,500 UK and international designers, as well as 1,400 design and consumer press. Please see www.100percentdesign.co.uk or our blog www.despoke.com for more information.

The role

We have an exciting opportunity for an experienced and dynamic Sales Executive to join the existing sales team. You will have a proven track record of exceeding targets and a tenacious can do approach. The ability to build rapport with potential and existing clients is vital. Experience within exhibitions would be an advantage.

Key Responsibilities:

- Selling exhibition space to both previous and new exhibitors over the telephone and face to face where required.
- Attend Reed Exhibitions events and competitor events (both domestically and internationally) thereby maintaining relationships, expanding the database and prospecting for new business
- Where necessary carry out face-to-face presentations to existing and potential exhibitors to secure their involvement
- Accurately report progress through weekly sales reports and forecast revenue projections allowing the Sales Manager & Exhibition Director to budget accordingly

Ideal candidate profile:

This position requires a well-motivated and confident sales professional who can demonstrate:

- Strong sales experience in a relevant environment (exhibitions, publishing, design etc. but exhibitions would be preferable)
- Be confident to approach new business on a regular basis
- Experience in consultative selling and objection handling
- Excellent communication skills
- Creativity and initiative in a sales environment
- An interest in contemporary interior design is an advantage

About Reed Exhibitions

Reed Exhibitions specialise in developing, selling, marketing and organising trade and consumer events around the globe. Every year we run over 500 events in 38 countries, bringing together over 6 million active event participants worldwide. With over 2,600 employees in 39 offices around the globe we serve 47 industries worldwide. Reed Exhibitions is part of the Reed Elsevier group, a FTSE 100 company.

Interested?

If this position interests you or you know someone it would, please apply in writing to Adam Daines at Reed Exhibitions, or email adam.daines@reedexpo.co.uk