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## WESTERN FAIR DISTRICT

JOB DESCRIPTION – Sales Representative

Reports to: Senior Sales Manager

Date of last revision: 2020

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Reporting directly to the Senior Sales Manager, the Sales Representative are a part of a dynamic team that sell all opportunities in the District as assigned.

### **This Sales Representative position offers the opportunity to:**

- Prospect and sell exhibitor spaces and sponsorship for Agriculture and Consumer trade shows
- Achieve sales targets utilizing cold calling skills, existing business relationships and innovative prospecting
- Execute sales strategies to meet and exceed targets as set forth by the Director.
- Build and maintain positive relationships with local, regional clients and partners.
- Wow the customer.
- Work extensively throughout the business community
- Seek out new business partners.
- Maintain timely and effective communication with all departments.

### **Skills and Qualifications**

- Strong closing skills
- A dynamic personality that is results driven and thrives in a fast-paced team environment
- A Post-Secondary education in a related field is preferred
- 2+ years sales
- Exceptional Customer Service skills.
- Effective communication skills both written and verbal.
- Strong Interpersonal skills
- The desire to work in a multi-faceted business, remaining attentive to ideas, recognizing responsibilities, and actively participating with others to accomplish assignments and achieve desired goals.
- A commitment to excellence in all tasks, and a professional presence.
- Self-starter personality with proven time management and attention to detail.
- Ability to build and maintain lasting relationships with corporate departments, key business partners, and customers.
- Proficient in using a computer and Microsoft applications

- Current (and in good standing) drivers license

**Other Responsibilities:**

- Work as a team player promoting a positive and professional work environment and conduct role with integrity and respect.
- Ability to work occasional evenings and weekends throughout the year
- Act as an Ambassador throughout the Community, positively representing the Western Fair District.
- Abide by the policies and procedures of Western Fair District
- Other duties as assigned in order to meet the overall goals and objectives of the Western Fair District

**Working Conditions**

- Some travel may be required.
- Ability to work flexible hours including some evenings and weekends.

Job Type: Full-time

Experience:

- Customer Service: 1 year (Preferred)
- Sales: 1 year (Required)
- Event or trade show sales (Preferred)

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