

# AEO SALES DEVELOPMENT GROUP

## PURPOSE

This group is tasked with representing the AEO's sales community, at all levels within their career.

It's purpose is to help members of all sizes - and their teams – by giving them the tools to discover new approaches and techniques, with a view to increase sales effectiveness and delivering a positive experience to customers.

They believe AEO Companies should recognise, that by investing in their sales force this will increase productivity and revenue, and in turn profit margins.

Retaining key personnel & attracting new talent the industry is a key feature on their agenda, ensuring people understand the benefits and fruitful opportunities that a career in event sales presents.

They explore and discuss different technologies that improve and monitor sales outputs, sharing practical tips and benefits with the wider membership.

## OBJECTIVES FOR 2022

The SDG want to seek better representation from across the membership, so that a balanced perspective of what has taken place over the last year is at the table.

Talent remains an issue, having had trouble pre pandemic with sales being viewed as a desirable career, and now having lost a lot of the work force due to redundancies and furlough. However, this is noted at an industry wide level, and the group have decided to channel the attraction piece through the newly formed development board.

Expectations have changed and there are new roles in sales that will be discussed, with skills and training developed to support it. The Groups main output for the year will be developing tools and mentorship that can fill these gaps and equip teams to better navigate the return to events.

## AUDIENCE

This group is open to those who hold a position in a Senior Sales role, e.g. Sales Director, Head of Sales etc.

They may invite “experts in their field” to attend if it benefits them in furthering their objectives.

## FREQUENCY & LOCATION

Meetings will take place quarterly, with the option to hold two face to face and two virtually.

Face to face meetings will try and take place alongside relevant events that the SDG will have influenced content for, e.g. Confex and the AEO Conference.



**Group Chair - Dan Dixon - Sales Director Exhibitions - WRBM**