

Sales career path

LVL1

Sales Executive

A position usually occupied by a graduate or someone with 2-3 years sales experience.

Selling one small show, almost exclusively by telephone, or selling a section of a larger show. You would report to a show manager.

LVL2

Senior Sales Executive

A step up from Sales Executive, once experience and skills had been developed. Selling small to medium sized shows by telephone and face to-face, or a large section of a big show. You would take on some budget responsibility and involvement with the marketing of the show/section.

LVL3

Sales Manager/Senior Sales Manager

You would have overall responsibility for the sales of a medium/large show, or a number of small shows. You may have a sales team reporting in for you to delegate to effectively.

You are responsible for some key account sales and delivering the show on budget.

LVL4

Head of Sales / Sales Director

You would be responsible for a group of shows and have a level 3 employee reporting in. You are responsible for managing the bottom line, performance delivery and peoples development.

Key traits for Sales:

Competitive, sociable, tenacious, outgoing, target driven, strong organisational skills, relationship building, effective listener, negotiator, good market knowledge, enthusiastic, ability to take ownership and accountability, communicator