



Job Description - Senior Commercial Manager

Place of work: Wimbledon

Hours of work: 08:45-17:00

Reports to: Sales Director

Competitive salary offered

About Nineteen Group - www.nineteengroup.com

Nineteen Group is a rapidly expanding, dynamic, and ambitious events business backed by Phoenix Equity Partners, which is actively growing and launching events throughout the pandemic. The portfolio is dedicated to protecting people, assets, and organisations serving the security, cyber-security, fire, emergency services, disaster management, health and safety, facilities management, and maintenance engineering sectors.

Nineteen creates platforms through which communities engage, innovate, and grow. Nineteen Events have a proven track record for attracting the leading business decision-makers who attend to gain commercial insights and best practices.

Nineteen Group is located in the heart of Wimbledon, where the company is run by a team of passionate professionals who care deeply about what they do, love the excitement of events, and bring their unique personalities to work to make a difference to our customers.

As a result, Nineteen Group is constantly striving to push the boundaries with its events and deliver a rewarding experience for both exhibitors and visitors.

Job Role

We're seeking a results-driven sales professional to lead new business growth across exhibition space and sponsorship opportunities. In this pivotal role, you'll help shape and expand the exhibition, working closely with our Sales, Marketing, and Managing Directors to deliver ambitious strategies that maximise revenue, drive growth, and elevate the event to the next level.

Sales & Revenue Generation

- Deliver sales of exhibition stand space and sponsorship.
- Successfully achieve and/or exceed specified individual and team targets (KPIs).
- Daily KPI: 60 calls/90 minutes.
- Monthly minimum target: £30,000.
- Seek out new business opportunities and develop a strong pipeline.
- Respond to and follow up on direct and web-based sales enquiries.
- Work with the Sales Director on growth areas of the show.
- Drive revenue and generate ideas for feature areas.

Client Relationship Management

- Arrange and attend sales meetings with clients to understand their needs and offer tailored solutions.
- Write high-quality proposals that clearly sell the value of client solutions.
- Manage existing customer relationships throughout the show cycle to build trust and rapport.
- Respond promptly to customer requests and ensure timely communication.
- Ensure clients make full use of all services and achieve the best outcome from their investment.
- Plan and prioritise personal sales activities to nurture and grow excellent client relationships.

CRM & Data Management

- Ensure all customer and account information is recorded accurately in CRM.



- Develop and maintain the CRM database to the highest standards of accuracy and reach.

Marketing & Strategy

- Formulate and manage simple and effective marketing strategies to communicate exhibition offerings to both existing and new customers.
- Support the implementation of sales and marketing strategies alongside senior management.

Experience

2+ years of experience in Events Sales