

Role profile

A pioneering and entrepreneurial spirit runs through Fresh Montgomery and its infectious! Our events are exciting and varied, and we pride ourselves on our innovation, openness, family heritage, global experience, and ability to deliver market-leading results.

Based in the heart of London, our culture is all about taking pride in the quality of our work, loving what we do and staying focussed on producing market-leading events.

Position title:	Commercial Executive
Brand portfolio:	Independent Hotel Show, Niche Portfolio
Reports to:	Senior Commercial Executive
Works with:	Event Manager Portfolio Director – Niche Portfolio Commercial Marketing Manager Operations Team Niche Portfolio Marketing Team Other Commercial Managers/Execs
Direct reports:	N/A
Office location:	Central London

Purpose of the role & key skills

- Selling participation in the form of space and sponsorship to both previous and new exhibitors and partners over the telephone and face-to-face
- Understanding and selling value added services to meet client's objectives including product placement, partnerships (sponsorship) and design partnerships
- Achieve agreed monthly sales targets for your shows

Context of the role

The Independent Hotel Show is the best loved and most comprehensive business event for the luxury, boutique and independent hotel sector. Positioned as an aspirational event at the luxury end of the market, we curate the exhibition, aesthetics and content of the show with an aim to surprise and delight our 6,000 strong hotelier audience. Hoteliers attend the event not only to source exquisite interiors and innovative products from our 350 exhibitors and partners, but also to learn and network amongst their community, whilst enjoying our hospitality.

The role will require you to get fully immersed in the hotel industry, create relationships and open opportunities for hotel trade suppliers to reach the hoteliers attending the show. The Niche portfolio at Fresh Montgomery creates the chance for the applicant to not only sell to the trade but become a part of the industry and creating lasting business relationships.

Key tasks

- Generate new leads/business and rebuild relationships with lapsed accounts
 - Attend competitor events thereby expanding the database and prospecting for new business
 - Assist in driving exhibitor promotion of the event
 - To be responsible for updating and maintaining the floor-plan
 - Updating the CRM system
 - A requirement of high day-to-day output to reach targets and engage community
 - Arrange and attend client meetings wherever appropriate either alone or with a manager
 - Accurate and timely reporting and pipeline management
 - Attending relevant industry and networking events as well as competitor shows
 - Maintaining excellent client relationships and account management
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Performance measures

- Personal weekly targets
 - Monthly team revenue targets
 - Regular one-to-one catch ups with line manager
 - Performance and development reviews
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Key competencies

- Confident communicator
 - Results driven
 - Tenacious
 - Consultative
 - Persuasive
 - Creative
 - Personable
 - Self-motivated & energetic
 - Great communicator, both written and verbal
 - Able to demonstrate initiative, innovation and imagination
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Expectations

- A minimum one years' experience within sales/events/exhibitions or related industry
- Strong team ethic
- Experience of creative, consultative selling
- Professional at all times
- Positive and 'can do' attitude
- To work with teams and individuals collaboratively, proactively and positively
- Works to a high-performance level that ensures targets and goals are met as a minimum
- First class work ethic
- Experience in sourcing new leads
- Ability to demonstrate effective objection handling

- To be punctual. On occasion, the individual will be required to make an early start or stay late, sometimes on short notice

How to apply:

Please send your CV and a covering email, explaining why you should be considered for the role to Madi.Whitcombe@freshmontgomery.co.uk