

PPAI JOB DESCRIPTION

Account Manager

A valued member of the Business Development and Expositions team, the Account Manager is responsible for the association's relationship with supplier members in their territory. Through a consultative sales approach, the Account Manager will work with supplier members in developing and executing their brand awareness opportunities with the association. Including exhibit, sponsorship and advertising opportunities at tradeshow and events, in print and digital advertising media and more.

Reporting Structure

Title of reporting manager: Sales Manager
Department: Business Development

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: PPAI Headquarters with some remote flexibility

Job Description

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties (list up to 10 most important points)

1. Utilize a consultative sales approach and adapt sales methodology to customer requirements to sell exhibit space, sponsorships and advertising for association media, events, tradeshow, and other items as identified.
2. Responsible for achieving maximum revenue results from territory. Maintaining and growing diversified revenue streams while adhering to defined pricing disciplines.
3. Building and nurturing relationships with target decision makers and influencers through on-going and consistent communication.
4. Strong coverage of target base, developing new business, ensuring all prospects and leads are contacted and developed in a timely fashion.
5. Master and maintain knowledge of clients' business, competition and latest industry news and trends.
6. Responsible for adoption of CRM, sales platform and department and company processes.
7. Report back from client engagements, gathering and documenting customer intelligence. Identify and share developing trends while finding opportunities that align with their goals.
8. Organize and execute customer visits efficiently.
9. Play an active role in identifying team leads and revenue generating opportunities for the association.
10. Proactive approach to outbound sales and developing a pipeline.

Secondary Responsibilities *(list up to 7 lesser important points)*

1. Provide the highest level of customer service in an efficient and effective manner. Including but not limited to responding to and follow up on inquiries and leads in a timely manner
2. Be a positive team player, able to collaborate and work independently.
3. Represent association to its members and prospects in multiple venues.
4. Active participation in the booth space assignment process.
5. Additional responsibilities as identified by Sales Manager.

Association Wide Responsibilities & Values *(expectations of everyone)*

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

School/Certification Authority	Degree/ Certification	Major/ Minor
High School: Required	Diploma	
College: Preferred	BA/BS	Business related field

Experience Requirements

Type of Work	Years of experience	Depth of Experience
Inside phone sales	5+ Years	High
Proven sales ability	5+ Years	High
Customer Service	5+ Years	High

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Experience in CRM	5+ Years	High
Written and Verbal Communication	5+ Years	High
Microsoft Suite	5+ Years	High
Time Management	5+ Years	High
Relationship building	5+ Years	High

Physical Activity

*Sitting: Yes

*Standing: Yes. At PPAI tradeshow and events, extended periods of standing required

*Lifting: Yes – 25 lbs.

*Pushing/Pulling: Yes

*Bending/Stooping: Yes

*Extended work hours, extended weeks (endurance requirement): Travel to and work offsite at PPAI tradeshow and events and customer visits as required. Requires extended work hours beyond an 8-hour workday.

Work Environment

*Office environment

*Trade show floor or event venues

*Temperature controlled environment

* Travel: Must be able to travel

PPAI is an Equal Opportunity Employer (EOE)

Apply to: apply@ppai.org