



**Master Promotions Ltd.** is currently seeking an organized, driven, and result-oriented individual to join our team as a **Sales Professional** in Saint John, NB, or Halifax, NS.

### **Our Company**

Master Promotions Ltd., Canada's largest independent trade and consumer event management company has been producing high-quality events since 1973. We currently produce over 30 diverse events from coast to coast including home, recreation, and heavy equipment events. Our sustained growth is a testament to our unparalleled ability to connect industries, businesses, and communities. To learn more, visit our website: <https://www.mpltd.ca/>

### **The Role**

Sales Professionals at Master Promotions are instrumental in driving the success of our diverse portfolio of events. Working closely with Show Managers, your primary responsibility will be to lead the sales of exhibit space, targeting both new and existing clients within your assigned portfolio.

Your day-to-day tasks will include active selling through face-to-face interactions, phone calls, and emails to organizations of varying sizes, emphasizing the creation and maintenance of strong working relationships. You will also work closely with the event team to ensure revenue generation, customer satisfaction, and sales growth.

This role demands a high degree of collaboration with internal staff, clients, and vendors to meticulously plan and manage on-site logistics, ensuring an exceptional client experience from the conception to the post-event phase. You will coordinate with internal support teams to achieve assigned objectives and provide tailored sales solutions and services.

### **The Ideal Candidate**

The ideal candidate is a highly motivated individual with at least 3 years of sales experience, preferably in events, hospitality, trade shows, or a related industry. This results-driven professional combines excellent communication skills, proficiency in Microsoft Office and CRM systems, and a knack for strategic sales planning and execution. They are adept at building lasting relationships, meeting sales targets, and working collaboratively with teams to ensure customer satisfaction and event success. A self-starter with exceptional time management skills, they are ready to tackle challenges in a fast-paced environment, including travel requirements during the event season.

### **Key Responsibilities**

- Create and execute sales strategies for both short-term and long-term objectives that align with individual and company targets for event sales
- Collaborate closely with the event team to drive revenue, enhance customer satisfaction, expand sales opportunities, and cultivate long-term client relationships.



- Build and maintain relationships with existing and new clients to ensure exceptional service through the sales cycle to event execution, ensuring a seamless and supportive experience.
- Actively engage in sales outreach through diverse channels including in-person meetings, phone calls, and emails, tailoring strategies to fit organizations of all sizes
  - Research resources, make site visits, and lead pre-event meetings as required to help staff make decisions about event design
  - Coordinate with internal staff, clients, and vendors, to establish needs for events, and serve as liaison to senior-level management
  - Collaborate with the event team to plan and manage the logistical aspects of events, ensuring a seamless client experience from the initial planning stages to the follow-up after the event
  - Establish and maintain an effective working relationship with internal support teams to meet assigned objectives

### **Qualifications**

- Highly self-motivated with a strong drive to achieve sales goals
- 2+ years of proven sales experience required
- Ability to work collaboratively with cross-functional teams, including marketing, operations, and accounting, to ensure exhibitor satisfaction
- Natural relationship builder with integrity, reliability, and maturity
- Excellent verbal, written, and digital communication skills
- Confident with Microsoft Office Suite, SharePoint, and Customer Relationship Management (CRM) Software
- Proven ability to manage multiple projects at a time while paying strict attention to detail
- Flexible and prepared to manage additional work hours and travel as needed throughout the show season (January – April)
- Valid Drivers' license, with access to a reliable vehicle required
- Completed post-secondary education considered an asset
- Ability to communicate in both official languages is considered an asset
- Familiarity with trade show and consumer show markets, trends, and best practices is considered an asset.

If you are a driven and organized sales professional who is eager to join our team and help us continue our tradition of excellence, we encourage you to apply for this exciting opportunity at

Master Promotions Ltd.

Send your resume to [careers@mpltd.ca](mailto:careers@mpltd.ca) today!