

Person Specification

Job Title	Business Development Manager	Req No	.
Prepared by	Head of Sales and Events	Date	Jul-17
Essential Criteria – Vital requirements for the post holder			
Relevant Experience:			
Experience in a sales role. <ul style="list-style-type: none"> • Proven track record of achieving new business sales targets • Experience of sales in a venue, hotel or similar environment • Strong negotiation and presentation skills • Working with CMS software 			
<ul style="list-style-type: none"> • Qualifications/training: 			
Special Knowledge:			
<ul style="list-style-type: none"> • Understanding of the UK Exhibitions and or Conferences industry 			
Disposition/attitude:			
<ul style="list-style-type: none"> • Winning mentality, self-starter and target driven • Excellent relationship builder • Capacity for innovative and creative thinking • Collaborative team worker • Excellent attention to detail 			
Practical/intellectual:			
Excellent verbal and written communication skills Attention to detail Strong numeracy skills			
Physical Requirements:			
Drive and energy			
Additional Requirements:			
Desirable Criteria – Additional requirements relevant to the post			
Professional qualification and/or formal sales training certificates Sensitivity, tact and diplomacy in dealing with a range of clients Specialist knowledge of the Associations or Corporate events market			