



Job: National Sales & Business Development Manager

Location: Remote

Position Type: Full Time

The National Sales & Business Development Manager's role is to grow and manage a portfolio of clients to ensure retention of business and support the growth and success of the organization.

The role requires a self-starter who relishes the chance to provide solutions to our clients, collaborates with colleagues and partners to help achieve successful events. Client relationship management, solutions selling to qualified leads, developing and presenting proposals, and ensuring the successful delivery of SIX Productions services will all be part of your winning formula. The National Sales & Business Development Manager performs a lead role in client interactions prior to sale with support from the Production Managers or Lead Technicians. Following the sale, the National Sales & Business Development Manager performs a support role in client interactions. This role reports to the General Manager.

The National Sales & Business Development Manager is responsible for producing medium to large scale projects across all disciplines (exhibits, special events, corporate meetings, weddings, live shows, experiential marketing, permanent installations, and tradeshow), as well as providing professional guidance to less-experienced members of the Production Management Department. The National Sales & Business Development Manager regularly interfaces with ownership, executive leadership, sales, design, engineering, operations, finance and account management. Additionally, interaction with outside vendors and clients is required.

The successful candidate is confident, assertive, and capable of multi-tasking and meeting demanding deadlines. Candidate must be a proactive, independent worker who can thrive in a fast-paced environment. Candidate must be able to work independently or as part of a team and must have the ability to give direction, delegate, and have a high sense of detail and organization.

Key Job Responsibilities:

Business Development

- Know the market in order to find, qualify, and convert prospects into confirmed business
- Develop creative solutions to drive business growth
- Actively build and maintain a pipeline of ongoing opportunities & leads
- Mine existing customers for other opportunities and revenue
- Explore partnership opportunities with a variety of event industry suppliers and groups
- Partner with clients to have an absolute understanding of their event goals
- Build rapport/relationship with clients to understand their event pain points
- Plan, document and execute a minimum of 6 weekly unsolicited outreaches to clients in IntelliEvent
- Attend and document a minimum of 8 sales calls (client meetings with a specific plan on how the meeting can advance the sales cycle/business) per month (documented in IntelliEvent)
- Determine whether any emergent solutions can be leveraged to drive incremental value and impact for client event
- Develop and propose solutions that achieve client goals
- Qualify leads from various sources including website, marketing campaigns and other team members
- Engage team members across sales, marketing, project management and leadership to incorporate and draw from their expertise
- Establish solid relationships and trust with existing clientele

Client Management

- Operate as a key point of contact for any matters specific to your customers (in conjunction with Production Management Team)
- Build & foster outstanding customer loyalty by finding opportunities to wow the client
- Enhance customer ties by defining opportunities and introducing additional products and services
- Understand and document customer business strategies, priorities, and goals
- Resolve customer issues and ensure their high levels of satisfaction through prompt responsiveness and focus on detail

Project Oversight

- Engage with Design/Production/Operations for technical assistance, and tailored customer solutions
- Provide routine quality control oversight of the project as required, ensuring client expectations for budget management, creative services solutions and technical logistics coordination are being met and kept on schedule

General

- Remain current and educated on all new and emerging event technology products and solutions
- Develop and actively track a sales pipeline listing sales activities and approximate timing for proposal submittals
- Establish and maintain close relationships with other SIX team members as well as with external partners
- Attend all designated individual and team calls, working your other scheduled calls around these established times
- Identify the costs of producing the job (PnL), develop the budgets and submit costs to leadership for proposal development
- Create account information and build out estimates, proposals and opportunities within the production event software.
- Establish, publish and manage a realistic timetable that reflects the critical path
- Produce all elements and distribute with approved drawings to appropriate departments
- Facilitate solutions to production issues with the production staff that could lead to cost overruns
- Support the account manager in facilitating the continuity of information flow between departments throughout the production process
- Attend all job specific meetings and conduct any meetings necessary outside the defined workflow to facilitate the production process
- Conduct site surveys if needed to verify accuracy of venue information
- Write purchase orders for the procurement of subcontracted rentals or special materials
- Work with leadership, operations and any contract labor during the production process and periodically review the status of work to maintain proposal, design and budgetary objectives



Job Qualifications:

- Minimum of 5-10 years of related national sales experience in Audio, Video, Live Events, Production or Event Management
- Demonstrate a working knowledge of current production procedures, materials, and installation methods unique to our business
- Excellent professional written and verbal communication skills to effectively communicate with clients, personnel, venue staff and
- Excellent working knowledge of windows and google based computer systems and software including Microsoft Office, Google Suite, and all SIX systems
- Experience with estimating and project management software is a plus
- Ability to travel up to 25% - 50% may be required

Competencies:

- Ownership
- Professionalism
- Communication
- Driving Accountability and Results
- Financial Acumen
- Collaboration
- Drives Quality Results
- Manages Teams and Expectations
- Situational Adaptability

Work Environment:

Work is generally performed at a remote office with the ability to incorporate online digital meetings via platforms like zoom, teams, google meet and with a professional presence, background and equipment. This team member will occasionally visit other work locations for meetings or for other business reasons. Working times will vary and may include specific start and end times based on clients time zones, evenings, weekends and holidays. This team member must adhere to appearance guidelines as defined by SIX Productions. Estimated travel for this position will vary depending on clients and SIX Productions needs between 25% - 50%.



The above information within this job description is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. As SIX Productions continues to grow and evolve as new company job duties, roles and responsibilities will also evolve. SIX Productions management reserves the right to revise the job or to require that other or different tasks be performed as assigned.