

Job Title: Sales Manager  
Department: Best of British  
Report to: Show Manager

---

## About Us

Established in 2003, Media 10 is the most awarded media and events company in the UK, with a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the Company's creative flare produces well established publications and owns a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

## The Brand

**Best of British** is a hybrid trade and consumer event and China's largest exhibition of premium British quality, innovation & excellence. This deluxe showcase features the finest in British consumables including food, drink, fashion, design and culture for an audience of trade, press, VIPs and high-end consumers from across China.

Staged over four days in the stunning Shanghai Exhibition Centre, this spectacular multi-focused event is organised by Media 10 in partnership with the British Consulate General Shanghai, the Department for International Trade and the GREAT campaign.

## What is expected of you

- You will be expected to lead from the front, bringing in your own sales every month
- Source new leads, generate sales contacts, pitch clients and close business
- Maintain a highly organised pipeline
- Keep salesforce up to date
- Source and investigate show enhancing business and keep abreast of marketing developments and identify/research new growth areas for sales
- Develop and maintain excellent relationships with clients, sponsors, and partners
- Visit clients and attend industry functions becoming an industry ambassador
- Handling enquiries, producing sales mailings, sales administration, general correspondence and liaising with the finance department
- Ensuring all sales administration is completed to an impeccable standard
- Collating and producing sales plans and weekly reports as required
- Reporting day-to-day with the Show Manager
- Ultimately you will be responsible for the sales team and will ensure the team are trained, motivated and driven to meet and exceed sales revenue targets
- Deliver sales meetings with clear objectives
- Hold in-house training and coaching sessions in groups and one-on-one
- Recruit and maintain an optimum sales force
- Forecasting and budgeting to the board
- Ensure all floor plans are up to date at all times
- Ensure quality of content of exhibitors is maintained to a high standard that fits the brand
- Maintain absence reporting and daily attendance to Head Office

## What you are good at

- An excellent salesperson
- A natural inspirational leader and motivator
- Lead from the front and set the standard
- A professional networker
- A strategic and proactive thinker and planner

Job Title: Sales Manager  
Department: Best of British  
Report to: Show Manager

---

- Engaging and mentoring
- Organised with an eye for detail

**What we will do for you**

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun