

ROLE DESCRIPTION DOCUMENT

BASIC INFORMATION

Position Title	Sales Executive – Events		
Job Family	Executives	Department	Sales

ROLE DETAILS

To be filled up as per the requirement of the Division/unit / function /Territory

Grade	TBC	Reporting To	Manager- Sales
Division	Events& Publication	Unit	Birba Energy LLC

LOCATION DETAILS

Please mention the correct office location of the Role selected above and fill in the other geographic details

Base Location (City)	Muscat	Country	Oman
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Job-Holder Specifications

QUALIFICATION	Basic Qualification / Education / Vocational Training	Bachelor's degree or Diploma in any discipline.
	Advanced Qualification / Certification / Specialist Training	<ul style="list-style-type: none"> additional qualification in sales and marketing Experience in sales in any field
EXPERIENCE	Minimum Experience	2 -3 Years
	Specific / Relevant Experience	1 year
COMPETENCIES	Functional Skills and Capabilities	<p>Behavioural Competency:</p> <ul style="list-style-type: none"> Excellent communication skills Customer orientation Target oriented. Presentation skills <p>Technical Competency:</p> <ul style="list-style-type: none"> MS Office skills Sound product knowledge Sound knowledge of the latest trends and developments in the industry Ability to apply new learning & technology.

JOB INTERACTIONS

KEY INTERNAL INTERACTION WITH	NATURE OF INTERACTION
Manager-Sales	Weekly reporting, goal-setting, etc
Marketing team	For new leads
KEY EXTERNAL INTERACTION WITH	NATURE OF INTERACTION
Corporates	To get business

Objective

The job holder is responsible for working closely with the sales manager to meet the company sales targets. He has to call, email and meet clients in various industries to meet his target and hence achieve the company target. He must also handle customer inquiries and complaints efficiently.

Key Responsibilities

- Develop sound knowledge about the event theme and industry
- Research well and understand the content of the event, speakers, sponsors, etc before contacting external clients
- Achieving the targets set by the Sales Manager in a timely manner
- Use the existing database to get business for the company (delegates, sponsorships, stalls, etc)
- Send emails and make calls to create awareness and interest in the event
- Follow-up with interested corporates for increasing delegate numbers, sponsorships, exhibition stalls, etc
- Create new leads by using one's network and connections and client referrals
- Create new leads in different industries
- Follow up with the internal team to ensure client requirements are met and suitable arrangements are made if needed
- Handle customer queries and complaints efficiently

Key Performance Indicators

- Individual target achievement %
- Conversion rate %
- Client retention % (for existing clients)
- New market creation
- Year-on-year growth
- Customer satisfaction rate

Validated by		Revised by	
Validated on		Revised on	

