



Sales Coordinator

COMPANY PROFILE

Team Holdings Inc., dba Vario, is Southern California's leading in-person and virtual event production company, specializing in Corporate Event and Meetings, Galas, General Sessions, and Social events. We produce over 500 events per year, and our clients have taken us throughout the United States, as well as internationally. Our vast array of services include everything from event management to lighting, technology, A/V, and our own Virtual Meeting Platform.

This candidate will assist the sales team with proposal writing, research new and inventive ways to enhance Vario's product offering, and act as a liaison between the sales and operations teams as it relates to quote generation. This candidate may also be called on to manage logistical elements of high-end corporate, incentive, social, and association events; review and implement the program itinerary; serve as the primary operations contact; direct vendors and on-site staff, and interface with venue team. The Sales Coordinator / Account Manager is responsible for managing the day-to-day activities of his/her programs including; creating the contracts, developing and implementing workflow processes and organizational structure and managing internal and external relationships. Specific responsibilities include managing project budgets, staff, event reconciliation and the daily operations and implementation of all events, meetings, and campaigns. The Sales Coordinator / Account Manager will also be responsible for a supporting role in developing best practices and strong relationships with internal customers, external customers, suppliers, and vendors. This candidate will also be primarily responsible for creating proposals, contracts, and invoices based on information provided by the Sales Manager, creating sales kits, providing on-site program support, coordinating site visits to venues and conducting research for potential sales.

CANDIDATE PROFILE

Education and Experience

Required:

- 2-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 4 years experience in a related professional area.

OR

- 4-year bachelor's degree in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 2 years experience in a related professional area.

OR

- 10+ years of relevant industry related experience.

AND

- Experience with audio/visual and production elements, including a high level understanding of technical systems as they relate to audio/visual. Strong communication skills, excellent organization and time-management, thoroughness and the ability to handle multiple priorities. Strong computer skills a must (including MS Windows, Word, Excel, Google Docs, Powerpoint, CRM). Flexible attitude and evening and weekend availability. Strong math skills; customer service oriented; self-managed and goal oriented; good presentation, people, and writing skills; ability to work in a team environment and be a motivating influence.

Preferred:

- 4 year college degree.
- Demonstrated skills in supervising a team.
- Event sales experience.
- Event industry work experience, demonstrating progressive career growth and a pattern of exceptional performance.

CORE WORK ACTIVITIES

- Generate proposals at the direction of the Sales Manager.

- Coordinate details of events such as conferences, charity events, trade shows, sales meetings, business meetings, employee appreciation events and virtual events.
- Work directly with Sales Manager to create custom estimates and contracts through our internal quote writing system.
- Calculate budgets and adjust when necessary.
- Book vendors and negotiate fees.
- Work with end client to ensure all requests are met.
- Be on-site to support event day setups and execution.
- Analyze event performance and prepare metrics presentation.
- Define company brand through events.
- Ensure staff is adequately prepared for event.
- Submit invoices from vendors to accounting for their participation in the event.
- Ensure day of event goes smoothly.
- Assist with set up of all aspects of event by directing our team and sub-vendors.
- Give final approval for all event details.
- Supports the Sales Team
- Implements a seamless turnover from sales to operations and back to sales while consistently delivering high level of service.
- Monitors the effective resolution of client issues that arise as a result of the sales process by creating mechanisms to channel issues to leadership and/or other appropriate stakeholders.
- Maintains successful performance by increasing revenues, controlling expenses and providing a return on investment for the company.
- Implements the brand's service strategy and applicable brand initiatives in all aspects of the sales and operations process and focuses on building long-term, value-based customer relationships that enable achievement of the company's sales objectives.
- Performs other duties, as assigned, to meet business needs.

Building Successful Relationships

- Develops strong partnerships with local organizations to further increase brand/product awareness.
- Develops and manages internal key stakeholder relationships.
- Develops strong community and public relations by maintaining company participation in local, regional and national tradeshows and client events.
- Executes exemplary customer service to drive customer satisfaction and loyalty by assisting the customer and monitoring their satisfaction before and during their program/event.
- Serves the customer by understanding their needs and recommending the appropriate features and services that best meet their needs and exceed their expectations, while building a relationship and loyalty to company.
- Gains understanding of the company's primary target customer and service expectations; serves the customer by understanding their business, business issues and concerns, to offer better business solution both prior to, and during the program/event.

COMPENSATION

- \$20-\$25/hr. (\$41,600 - \$52,500/year annualized), commensurate with experience + company benefits package and bonuses
- Work Hours vary by Program, Nights and Weekends are not out of the ordinary.