



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 200 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 lead the company's sales efforts regionally. Manages the reactive and proactive sales efforts in-market. The candidate will achieve sales objectives with overall responsibility for exceeding booking goals and company revenues. Implements the brand's service strategy and applicable brand initiatives in all aspects of the sales process and focuses on building long-term, value-based customer relationships that enable achievement of the company's sales objectives. Evaluates the company's participation in the various sales channels and develops strong working relationships to proactively position and market the company.

CANDIDATE PROFILE

Education and Experience Required:

- 2-year degree from an accredited university in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 10 years experience in the sales and marketing or related professional area.

OR

- 4-year bachelor's degree in Business Administration, Marketing, Hotel and Restaurant Management, or related major; 5 years experience in the sales and marketing or related professional area.

Preferred:

- 4 year college degree or MBA.
- 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

Managing Sales Activities

- Identify potential clients in the target market and complete appropriate research on the prospective client's business and equipment needs
- Develop relationships with prospective clients, while maintaining existing client relationships
- Partner with sales teams to create contract-winning proposals for current and prospective clients
- Negotiate contract terms with clients and communicate terms to stakeholders
- Collaborate with design and production teams to ensure contracted services are executed on-time and as agreed
- Become a subject matter expert on our business products, processes and operations, and remain up-to-date on industry news
- Manages the development of a strategic account plan for the demand generators in the market.
- Manages the company's proactive sales efforts.
- Consistently and incessantly updates and manages input into company CRM and utilizes it as the primary outreach tool.
- Prepares regular reports using CRM to update upper management on sales activities.
- Determines and develops marketing communication activities.
- Provides customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations.
- Researches competitor's sales team strategies to identify ways to increase market share.
- Attends sales strategy meetings to provide input on weekly and overall sales strategy.
- Suggests innovative marketing ideas and develops deployment strategies to continue to grow market share.
- Evaluates and supports participation and account deployment within the Sales Office.
- Serves as the business development contact for the CEO, leadership team, and Sales leaders.
- Serves as the business development contact for customers; serves as the customer advocate.
- Serves as company authority on sales processes and sales relationships.



- Serves as the liaison with Sales, Revenue Management, Event Management, Marketing Communications and other departments as appropriate.
- Participates in sales calls with members of the Sales and Marketing team to acquire new business and/or close potential business.
- Identifies public relations opportunities and coordinates activities to augment the overall marketing communication strategy.
- Executes and supports the company's core values and brand.
- Executes and supports the operational aspects of business booked where appropriate and necessary (e.g., generating proposal, writing contract, customer correspondence).
- Participates in and practices daily service basics of the brand.
- Implements a seamless turnover from sales to operations and back to sales while consistently delivering a 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 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 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 trade shows 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 the 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 solutions both prior to, and during the program/event.
- Evaluates the company's participation in the various sales channels and develops strong working relationships to proactively position and market the company.

WORK EXPECTATIONS

- Work Hours vary, flexibility is a must, early mornings and late nights are not out of the ordinary.
- Heavy travel (up to 50%) anticipated.
- Provide management with constant feedback and written reports.

COMPENSATION

This is a full-time, remote-friendly, salaried position at \$65,000 - \$75,000/year annualized, commensurate with experience + commissions, company benefits package and bonuses.

- Benefits Include:
 - 401k with company match
 - Medical, Dental, Vision, Life Insurance
 - Performance based bonuses
 - Paid Vacation, Sick, and Holidays
 - Opportunities for paid Educational and Certificate Training