



POSITION DESCRIPTION

Updated: March 11, 2019

JOB TITLE: Sales Representative
REPORTS TO: Chief Executive Officer (CEO)

Consultancy Overview:

- Event Garde is a Limited Liability Corporation (LLC) registered in the State of Michigan
- Event Garde is a professional development consulting firm committed to lifelong learning—for ourselves, our community and those who attend the meetings we facilitate—believing in its ability to create well-connected leaders and to foster performance improvement
- Event Garde desires to retain an Independent Contractor to render services described below

Responsibilities:

- Familiarize yourself with Event Garde's *Savvy Sponsorship Model* and leverage the steps during client projects, as appropriate
- Develop and implement an effective sales strategy for various client projects, including but not limited to sponsor, exhibitor and advertiser sales
- Collaborate with Event Garde's Director, Communications & Engagement on an effective marketing strategy to support sales goals
- Monitor competitors' products, including relevant sales and marketing data
- Develop an operating budget that meets business goals
- Use available data to accurately forecast sales and set appropriate performance goals
- Complete market research and analyze results to adjust sales and marketing strategy for maximum success
- Develop and maintain positive relationships with target audiences, including negotiating and closing contracts
- Follow through to ensure all contracted deliverables are received by target audiences and/or assigned to appropriate team members for completion
- Establish a current, up-to-date list of sales leads – and create a pipeline for consistently adding to this database
- Develop and deliver annual fulfillment reports to target audiences
- Maintain all appropriate records, including the development and maintenance of a benchmarking dashboard with regular updates

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Brand Standards:

- Professionally represent Event Garde via email, phone and in person

Collaboration:

- Collaborate professionally and timely with Event Garde team members
- Utilize appropriate collaboration technologies, such as Slack, Dropbox and Smartsheet
- Must be able to take direction from Event Garde team members and clients, as needed

Communication:

- Respond to all Slack, phone and text communication in the same day
- Respond to all email communication (via an established EventGarde.com email address) within one business day

Meetings:

- Participate in a 30-minute project meeting every other week by video conference with Event Garde team members
- Participate in a 30-minute one-on-one meeting every other week by video conference with supervisor
- Participate in a 2-hour Quarterly Team Retreat by video conference with Event Garde team members
- Schedule and host meetings with Event Garde team members/clients, as appropriate, to ensure projects move forward according to established timelines.

Other Tasks:

- Will manage all other tasks as assigned

Professional Development:

- Identify annual professional development goals and participate in appropriate professional development opportunities to further grow knowledge, skills and abilities

Commitment:

- Hours per week will vary due to a variable/seasonal client load
- Event Garde endeavors to sign a one-year agreement with the successful candidate, renewable annually and with a 30-day cancellation clause

Relationship:

- This individual will be an independent contractor of Event Garde
- This individual will not be an employee or an agent of Event Garde for any purpose

Compensation:

- Compensation will be negotiable based upon experience and a proven track record
- On the final business day of each month, an invoice detailing hours worked/projects completed will be submitted for review, approval and payment processing
- This individual will be solely and completely responsible for any and all taxes due and owing to any governmental entity on any monies or compensation received from Event Garde, including but not limited to any self-employment taxes

Confidentiality:

- The confidentiality of Event Garde's processes and procedures, as well as the work product of Event Garde clients, is highly valued
- This individual will be asked to sign a confidentiality agreement as part of their onboarding process with Event Garde
- Event Garde's clients shall own all data, information, documents, reports and other work specifically developed by Event Garde for its clients

Non-compete:

- This individual will be asked to sign a non-compete clause as a part of their agreement

Minimum Requirements:

- Minimum of 5+ years of experience in related work
- Four-year degree in a related field (e.g., sales, business administration or marketing)
- Proficient in the use of office and presentation technologies
- Demonstrated organizational, project management and problem-solving skills
- Exceptional interpersonal skills, including written and spoken communications
- Previous experience in senior sales role with demonstrated ability to meet or exceed targets
- Demonstrated skill in negotiating and closing sales contracts

Skills/Qualifications:

- Open and honest in communication; asks the hard questions when necessary and always utilizes feedback for continual improvement
- Trusts the competence, ability and expertise of colleagues; assumes the best in each team member and appreciates one another's contributions
- Collaborates with each team member through clear expectations, self-accountability and regular virtual connection
- Prioritizes good work-life balance; respects each team member's personal and professional boundaries, including time and workloads
- Delivers the highest quality of work and exceeds client expectations
- Commitment to personal growth and professional developments results in an ever-expanding toolkit of knowledge, skills and abilities

- Finds joy and happiness in work with team members and with clients

Environment:

- This individual shall have sole discretion and responsibility for the selection of procedures, processes, materials, working hours and other incidents of performance of services not already established as a part of the Event Garde brand
- This individual has the right to perform services at any place or location as he/she determines appropriate
- Event Garde has no responsibility to provide workspace or equipment to this individual

Questions:

- Questions about this position may be directed to Event Garde CEO Aaron Wolowiec by phone at 616.710.1891 or by email at aaron@eventgarde.com