



SHWorldwide, LLC

JOB POSTING: NATIONAL ACCOUNT DIRECTOR

Posting Date: July 17, 2019
Job Title: National Account Director
Reports To: President & SVP of Sales
Department: Sales
Position Type: Full-time, Salaried + Commission Plan

ABOUT SHW

SHWorldwide, LLC ("SHW") is the preferred global partner for creating, managing and delivering state-of-the-art event experiences for top-tier corporations and convention organizers.

POSITION SUMMARY

The National Account Director is responsible for cultivating and capturing new business opportunities on behalf of SHW through inbound leads and outbound sales efforts. The National Account Director engages in all stages of the sales process, from prospecting to leading capabilities presentations, preparing responses to RFPs, leading the pitch process and negotiating contracts. National Account Directors must be able to effectively qualify prospects, present customized solutions to senior executives and build long term business relationships. This role will take all appropriate and necessary action to ensure prospective clients regard the organization in high esteem and rely upon SHW as their resource for high impact meeting and event solutions.

JOB RESPONSIBILITIES

- Maintain a high level of sales activity through prospecting calls, face-to-face appointments, presentations, referrals and networking events
- Utilize CRM, marketing and prospecting tools
- Responsible for forecasting revenue opportunities
- Lead all aspects of capabilities presentations, sales presentations, pitches and proposal generation
- Provide strategic and creative input internally, including preparation of strategic briefs and communicate with the Executive, Account and Event Management teams to ensure that client objectives are being met
- Interface with Creative and Event Management teams to develop creative proposals
- Travel to events for business development purposes, prospect/client appointments, engagement with new client contacts and project delivery
- Serve as a strategic partner to prospective clients by driving solutions that deliver measurable business results. Goal is to meet with high-level executives to be part of their strategic meeting management planning initiatives
- Through research of client organization and business landscape, bring a consultative approach by creating new ideas, approaches and customized solutions that are outside of the RFI/RFP circle that clients can consider deploying in order to exceed their events and meetings objectives
- Successfully lead the transition of the client moving from new business development to account management team as required
- Attend tradeshow, industry events and meetings appropriate for the development of new business
- Identify and participate in sales and marketing events appropriate to SHW
- Develop an annual revenue and expense budget for designated market based on the company sales plan



ESSENTIAL SKILLS

- **Ensures Accountability:** Holds self and others accountable to meet commitments, promotes a sense of urgency, is on top of tasks and knows where things stand, provides balanced feedback at crucial times
- **Action-Oriented:** Enjoys working hard; readily takes on new opportunities and challenges with a sense of urgency, high-energy and enthusiasm; displays initiative and acts with minimal direction, preparation or planning
- **Business Insight:** Has an in-depth knowledge and understanding of business practices; identifies future policies, practices and trends; applies a business driver and marketplace focus when prioritizing actions
- **Collaborates:** Builds partnerships and works collaboratively with others to meet shared objectives, facilitates open dialogue with a wide variety of contributors and stakeholders, balances own interests with others' and seeks input through proactive listening
- **Communicates Effectively:** Effective in a variety of communication settings, actively listens, checks for understanding and adjusts to fit audience and message
- **Customer-Focus:** Dedicated to meeting the expectations of internal and external customers, establishes and maintains effective customer relationships
- **Decision Quality:** Makes sound decisions, even in the absence of complete information; seeks input from pertinent sources to make decisions in a timely manner; displays superior judgment
- **Drives Engagement:** Creates a climate where people are motivated to do their best to help the organization achieve its objectives; creates a positive and motivating working environment
- **Financial Acumen:** Transforms financial information into business intelligence to generate, evaluate and act on opportunities; identifies and monitors key financial indicators to gauge performance, identify trends and suggest strategies that can impact results
- **Cultivates Innovation:** Moves beyond traditional ways of doing things, continually assesses the market potential of an innovative idea or solution, finds and champions the best creative ideas and moves them into implementation, builds excitement in others to explore creative options
- **Interpersonal Savvy:** Builds immediate rapport and develops relationships with a wide variety of people, understands interpersonal and group dynamics and reacts effectively, seeks input through proactive listening
- **Builds Networks:** Consults with a wide network of internal and external connections, connects the right people to accomplish goals, works through formal and informal channels to build broad-based relationships and support
- **Persuades:** Shares own ideas in a compelling manner that gains commitment from others, skillfully negotiates when working toward an agreed-upon solution, finds common ground and acceptable alternatives that satisfy the needs of multiple stakeholders
- **Drives Results:** Sets aggressive goals and has high standards, pursues everything with energy drive and the need to finish, persists in the face of challenges and setbacks, always keeps the end in sight and puts in extra effort to meet deadlines
- **Situational Adaptability:** Picks up on the need to change personal, interpersonal and leadership behavior quickly; observes situational group dynamics and selects best-fit approach; seamlessly adapts style to fit the specific needs of others
- **Balances Stakeholders:** Maintains frequent interactions with a broad stakeholder network, takes proactive approach to shape and influence stakeholder expectations, serves as a liaison between different stakeholder groups and effectively aligns interests
- **Instills Trust:** Gains the confidence and trust of others easily; honors commitments and keeps confidences; models high standards of honesty, transparency and integrity



EDUCATION & QUALIFICATIONS

- Minimum 5+ years of business development experience
- Background in hospitality (hotels/DMC), event production and/or marketing/creative agency strongly preferred
- Self-starter and quick learner, capable of handling a fast-paced, high-stress environment
- Relentless cultivator of new business opportunities with excellent organization and problem-solving skills
- Strong interpersonal, written and verbal communication skills
- Schedule flexibility and travel required; long hours and weekends are mandatory at times
- Proficient in Microsoft Office suite products
- Strong technology, social media, CRM and sales software skills
- Knowledgeable of event industry trends and best practices
- Ability to stand/walk for extensive lengths of time and to lift 20 pounds maximum with frequent lifting and/or carrying of objects up to 10 pounds

Qualified applicants may submit their resumes to jobs@shworldwide.com