



CLASS SPECIFICATION

2/8/07

SENIOR SALES REPRESENTATIVE, 9636

Summary of Duties: Performs sales-promotion and services activities for the Los Angeles Convention Center. An incumbent in this position is responsible for obtaining conventions, trade shows and other events from large national clients; may act for the Marketing Manager in the manager's absence; and does related work.

Distinguishing Features: A Senior Sales Representative performs sales/promotional activities for the Los Angeles Convention Center. A Senior Sales Representative is distinguished from an Event Services Coordinator in that a Senior Sales Representative is concerned with actual sales, marketing, and promotion of the Los Angeles Convention Center, while an Event Services Coordinator is concerned primarily with customer service once the show or exhibition has been licensed to the Convention Center, including the provision of services, facilities, and equipment to clients.

Senior Sales Representatives travel throughout the United States to contact potential clients and solicit business from large national and international firms and organizations. Assignments are usually given in terms of broad policy guidelines and performance is evaluated in terms of results.

Example of Duties:

- Maintains contact and good relations with previous clients at the national and international level to encourage repeat business with the Los Angeles Convention Center;
- Locates and solicits potential clients at the national and international level by telephone, email, correspondence and in-person meetings, often as part of cross-country sales trips;
- Solicits conventions, trade shows or other events for the Los Angeles Convention Center;
- Meets with clients visiting Los Angeles, provides tours of the Convention Center facilities, discusses rate structures and conditions that apply to meetings at the convention center;
- Establishes exhibit dates for clients and initiates all paper work involved in a booking such as booking sheets, letters of proposal and confirmation, contract preparation;
- Works closely with the Los Angeles Convention and Visitors Bureau sales personnel;
- Entertains actual and potential clients locally and when on sales trips;
- Works with an Event Services Coordinator and other Convention Center employees as needed to ensure the smooth functioning of the event by seeing that the services, facilities and equipment are available to clients when required, during an event;
- May act for the Marketing Manager in the manager's absence and carry out, on a regular basis as delegated by the Marketing Manager, training of subordinate personnel, expansion of basic sales information files and other sales related activities;

- May occasionally be assigned to other duties for training purposes or to meet technological changes, emergencies, or changes in the Convention Center's business.

Qualifications:**Knowledge of:****A good knowledge of:**

- Sales techniques;
- The principles, practices, and procedures of marketing and promoting which would result in the sale of Convention Center facilities and services;
- Groups, organizations and associations which would use large meeting facilities;
- Accommodations and attractions in Los Angeles and in southern California;
- Other convention centers and similar establishments that complement or compete with the Los Angeles Convention Center;
- The facilities, services, and equipment available at the Convention Center.

A working knowledge of:

- The costs of facilities, services and equipment provided by the Convention Center and outside contractors.

Ability to:

- Speak and write in a convincing and persuasive manner;
- Deal tactfully and effectively with individuals and organizations;
- Apply sales techniques in the promotion of Convention Center facilities;
- Maintain records and prepare comprehensive reports;
- Utilize the Internet, email, desktop software, and other technological tools to research for information, maintain contacts with clients, support the sales-promotion of the Convention Center, and fulfill other duties as required.

Requirements: Three years of full-time experience as an Events Services Coordinator with the City of Los Angeles, or three years of full-time paid experience in promoting, selling or booking trade shows, conventions, corporate, and related events for either:

- a. A convention center or conference center or a major hotel property that features multiple meeting/conference facilities; **or**
- b. A convention bureau representing a city which was responsible for promoting and booking conventions in their respective convention center.

License: A valid California driver's license is required.

Physical Requirements: Strength to perform average lifting up to five pounds and occasionally over fifteen pounds; good speaking and hearing ability; and good eyesight.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual

basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitation.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what the duties and responsibilities of any position shall be.