

POSITION INFORMATION PACK

SALES EXECUTIVE

Diversified Australia
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diversified



ABOUT DIVERSIFIED

Diversified Australia is a leading trade events and business media company, and we are on a mission to connect, educate and strengthen Australian business communities.

As part of a third-generation, family-owned global group that has been growing since 1949, we bring industries together through world-class trade shows, conferences and digital content. Our portfolio spans Food and Hospitality, Manufacturing, Energy, Security, AV and more. Every year, our events help thousands of businesses make connections, discover new ideas and do business.

At Diversified, we're producers, educators and strategists. We curate the bright ideas, create the communities and run the events that industries rely on to grow. Our people work across Melbourne and Sydney and sit proudly within a global network with offices in the US, Canada and the UK. That means real career pathways, local ownership of your work and the backing of a business that's built to last.

We're a team that brings the same energy and passion to everything we do, from the trade show floor to community volunteer days, and we celebrate the wins along the way. If you want to grow your career, be trusted with real responsibility and help shape the future of Australia's business events, we'd love to hear from you.

Our Values

- We bring our best always
- We stand together
- We are curious
- We are humble
- We are inspired
- We take the long view

Our Vision

To create powerful industry ecosystems, powered by data and technology, that facilitates commerce, shares valuable insights and drives industry change.



THE ROLE

We're looking for an energetic, ambitious and relationship-driven Sales Executive to join our team and play an exciting part in the continued growth of our Security Exhibition and Conference.

Working within one of Australia's most dynamic industries, you'll help bring together the businesses, innovators and industry leaders shaping the future of security. From building relationships with new exhibitors and sponsors to helping existing customers maximise their event experience, you'll play a hands-on role in connecting businesses with opportunities to grow.

Reporting to the Sales Manager, you'll be responsible for driving revenue across exhibition space, sponsorship and digital opportunities, with a strong focus on identifying and converting new business. You'll proactively build your sales pipeline, connect with prospective customers, understand their business objectives and develop tailored solutions that deliver real value.

You'll also manage and grow a portfolio of existing customers, building trusted relationships, identifying opportunities for growth and ensuring they continue to see the value in being part of our events. And the best part? You'll get to see your hard work come to life! From the first sales conversation to the buzz of the exhibition floor, you'll have the opportunity to connect face-to-face with customers, experience the events you've helped build and celebrate the results alongside your team.

We're equally invested in your success. You'll benefit from regular coaching, clear goals, hands-on support and opportunities to develop your sales skills and industry knowledge. Whether you're looking to build on your existing sales experience or take the next step in your B2B sales career, we'll support you to grow, challenge yourself and make your mark.



KEY ROLE ACCOUNTABILITIES

Revenue & Commercial Performance

- Achieve an allocated individual revenue target across exhibition space, sponsorship and digital opportunities within the brand.
- Maintain balanced revenue generation across rebookings, renewals and new business — not reliant on any single source.
- Keep call, meeting and proposal activity aligned with weekly and quarterly benchmarks.
- Maintain pacing in line with the show's sales milestones throughout the cycle.

New Business Development

- Proactively source and qualify new leads for the show through research, industry networks, LinkedIn, competitor and adjacent events, and referrals.
- Follow up marketing-sourced leads and enquiries promptly, ideally within one business day, and log every outcome in Salesforce.
- Run consistent outbound activity each week, including calls, emails and meetings, to build a healthy new business pipeline.
- Convert new prospects into exhibitors and sponsors, building proposals that show the value of the show for their business.
- Feed back on lead quality and market response to the Sales Manager and Marketing to help sharpen campaigns.

Account & Relationship Management

- Develop and manage a portfolio of client relationships, maintaining rebooking and retention aligned with show targets.
- Look for opportunities to grow each account, whether that is more space, a better stand position, sponsorship or digital, based on what the customer wants to achieve.
- Build genuine, professional relationships with customers across the assigned portfolio, understanding their objectives and aligning solutions accordingly.
- Implement structured post-event follow-ups and act on customer feedback.
- Contribute to exhibitor NPS and post-show satisfaction through a disciplined, consultative sales approach.



KEY ROLE ACCOUNTABILITIES

Sales Process & Forecasting Accuracy

- Keep CRM data accurate and current for all owned accounts, including activity, proposals and forecasts.
- Ensure all opportunities are worked and close dates are kept realistic and up to date.
- Prepare professional, accurate proposals and client communications aligned with brand guidelines and pricing strategy.
- Contribute to the accuracy of the event floor plan by coordinating with Product and Operations teams.

People Leadership & Development

- Contribute positively to team culture, collaboration and a willingness to share leads and knowledge.
- Help onboard and buddy new Sales Executives as they join the team, sharing knowledge and ways of working.
- Participate actively in team meetings and sales huddles, with clear preparation and follow-up on assigned actions.

On-site Responsibilities

- Support the re-signing of exhibitors and sponsors for the next event cycle during the show.
- Meet with assigned customers on the floor, listen to their feedback and identify follow-up opportunities.
- Represent the brand professionally at all times.
- Assist with event set-up and execution as required.
- Capture post-event feedback and share it with the Sales Manager and Product team.

Strategic & Industry Influence

- Build a growing understanding of the brand's market and customer base beyond the immediate portfolio.
- Represent Diversified professionally at industry events, building an initial network within the sector.



SKILLS AND EXPERIENCE

Success in this role will require the following:

- 2 years' experience in a B2B sales or client-facing role.
- Events, exhibitions or media industry experience is not required, but a demonstrated interest in B2B sales is important.
- Experience in events, exhibitions, media or another B2B environment.
- Experience using Salesforce or a comparable CRM.
- Exposure to sponsorship or digital product sales.
- Ability to conduct commercial conversations with customers — identifying needs, offering tailored solutions, and selling value rather than volume.
- Confident communicator who can manage quality, consultative sales conversations by phone and in person.
- Proven ability, or clear potential, in telephone-based sales and new business development.
- Proficient with, or quick to learn, CRM systems (Salesforce preferred) and MS Office.
- Strong customer service, interpersonal, and communication skills.
- Willingness to travel interstate and work irregular hours when needed.
- Passionate about selling and the events/exhibition industry.

Competencies and Attributes

- Coachable, motivated, and curious — someone who takes feedback well and wants to develop their sales craft.
- Excellent time management, attention to detail, and multitasking skills.
- Comfortable networking and building relationships via social channels (e.g., LinkedIn).
- Proactive, competitive, ambitious, and resilient.
- Customer focused — builds genuine relationships and understands what customers want to achieve.
- Organised — manages a busy portfolio and pipeline without dropping standards.
- Collaborative — works well with the wider brand team



THE RECRUITMENT PROCESS

1. **Search**
This process will take place by using a variety of media platforms including SEEK and LinkedIn. During this period our People & Culture team may contact you to discuss initial screening questions.

2. **Recommendations for shortlist and shortlist interviews**
After the screening process, our People & Culture team will make a recommendation to the Hiring Manager.

Candidates selected from shortlisting will be contacted and invited to participate in the first round of interviews with the hiring manager and a possible second Diversified representative.

There may be more than one interview/discussion and other key stakeholders may be involved as required.

3. **Due diligence and decision**
Reference and VEVO checks will take place for the leading candidate. Once all checks have been completed, an offer letter, employment agreement and required payroll documents will be sent to the preferred candidate for review and acceptance.

Unsuccessful candidates will be notified.

4. **Contact Information**
For more information on this role, please reach out to our Head of People & Culture at tadamstein@divcom.net.au



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