



Job Title: National Sales Manager

Location: South Barrington, IL USA (Remote Position)

Department: Sales & Marketing

Reports to: Director of Sales

Employment Type: Full Time, Exempt

Compensation: Salary + Commission

About the Role

eShow is seeking a results-driven National Sales Manager (NSM) to drive business growth by expanding our client portfolio and positioning eShow as the premier event management platform for trade shows and conferences. This is a high-impact role responsible for identifying, pursuing, and securing new business while fostering long-term client relationships.

As a key contributor to eShow's sales strategy, you will leverage your deep industry expertise to understand event organizers' unique challenges and align our solutions to address their needs. Your ability to lead consultative sales conversations, negotiate effectively, and close deals will be critical to your success.

This role is ideal for a self-motivated, strategic sales professional with a proven track record in B2B sales within the trade show and conference industry. If you are a seasoned closer with the ability to build and maintain high-value relationships, we want to hear from you.

Key Responsibilities

- Identify and engage new business opportunities within trade shows, conferences, and corporate events.
- Build relationships with key decision-makers, understand their event management challenges, and position eShow's solutions as the answer.
- Lead end-to-end sales efforts, including prospecting, presenting, negotiating, and closing deals.
- Deliver compelling product demonstrations and consultative sales presentations to executives and event organizers.
- Meet monthly and annual sales goals through the successful implementation of sales and marketing strategies and tactics
- Prepare professional proposals and responses to RFPs, effectively communicating the value proposition of eShow.
- Maintain up-to-date records in Zoho CRM, tracking all sales activity, leads, and customer interactions.
- Stay ahead of industry trends and competitive insights to strengthen eShow's market position.



- Represent eShow at industry events, trade shows, and corporate gatherings to network and drive lead generation.

Qualifications & Skills

- 8+ years of experience in sales and/or event management within the trade show and conference industry.
- Proven success in B2B sales, consultative selling, and account management.
- Strong ability to develop relationships with executives and decision-makers.
- Excellent communication, negotiation, and presentation skills.
- Highly organized, goal-oriented, and self-motivated with a hunter mentality.
- Strong problem-solving abilities and a track record of exceeding sales targets.
- Proficiency with CRMs, Zoho preferred, and Microsoft Office Suite.
- Experience with video conferencing and virtual sales tools.
- Bachelor's degree in business, marketing or communications, or an equivalent combination of education and experience.
- Ability to travel frequently as needed for client meetings, trade shows, and industry events.

If you're ready to take on a high-profile sales role in a dynamic and growing organization, apply today!

For additional information, please visit www.goeshow.com

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