

Lake Erie Marine Trades Association (LEMTA), based in Westlake, OH seeks candidates for the Account Executive position.

LEMTA, formed in 1957, includes approximately 100 member organizations that are provided with legislative advocacy, educational support and efforts to improve boating in Ohio.

LEMTA staff members organize boat shows each year throughout Ohio including Cleveland (I-X Center & North Coast Harbor), Akron, Sandusky and Port Clinton.

LEMTA also operates Boating Associations of Ohio (BAO), which serves the marine industry throughout Ohio with legislative advocacy, educational support and marketing/promotional campaigns to grow boating. In 2017, the 132nd Ohio General Assembly designated June as "Ohio Goes Boating Month", to highlight Ohio's thriving boating industry and bring attention to the many boating opportunities the state's lakes and beaches offer. For more information, visit www.ohiogoesboating.com.

The Account Executive position is an entry-level seasonal full-time sales position lasting up to twelve months. LEMTA seeks creative, innovative, coachable, and passionate individuals to sell various products related to boat shows including show partnerships, event floor space and tickets. Account executives will gain experience in event & ticket sales, sponsorship development & sales, and event planning.

Essential Responsibilities:

- Sell exhibit space at LEMTA produced events to local, regional and national businesses
- Create and sell partnerships to local, regional and national businesses
- Meet or exceed annual sales goals
- Make a minimum of 70 phone calls per day
- Complete five or more face to face sales appointments per week
- Proactively seek new leads through referrals, networking, and prospecting businesses
- Invite prospects to LEMTA events
- Attending industry events to generate new business prospects
- Maintain accurate and detailed records of all current clients and prospects within our CRM system
- Provide excellent customer service to prospects and current clients over the phone and at events
- Work all LEMTA events – assisting with setup and teardown, working sales tables during events and other duties as assigned

Qualifications and Requirements:

- College Degree – Bachelor’s degree from an accredited college or university
- Must be highly self-motivated and have a desire to excel in sales
- Strong interpersonal skills required
- Ability to multi-task
- Individuals must be coachable and possess a positive attitude
- Proficient computer skills including Microsoft Office, experience with Salesforce a plus
- Be comfortable making cold calls on the phone
- Ability to maintain a flexible work schedule (holidays, evenings)
- Individuals must be comfortable making face to face sales presentations
- Deliver exemplary customer service

Please send resume & cover letter to bryanralston@lemta.com.