

ROBERT SMITH

Asst. New Business Development Manager

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Top-performing sales professional with the entrepreneurial vision and leadership skills to drive expansion. Meets goals through strategic business planning and innovative sales initiatives. Accomplished business development executive offering expertise in generating significant company growth through lead generation, customer service and sales and marketing techniques.

EXPERIENCE

Asst. New Business Development Manager

ABC Corporation - FEBRUARY 2009 - JUNE 2012

- Serviced offered include Web design, brand management, search engine optimization, event promotion and much more.
- Researched market trends to establish customized marketing techniques towards each industry.
- Developed & implemented sales strategy to penetrate highly structured procurement & purchasing departments.
- Ensured that the highest levels of customer service are maintained at all times, worked with operations to ensure timeliness of customer schedules.
- Created, managed and executed plans to increase sales and profits that ensured total customer satisfaction.
- Efficiently used various computerized customer management software to maintain customer data.
- Ensured web presence through researching competitors key search words & adapting our meta data tags.

New Business Development Manager

Delta Corporation - 2006 - 2009

- Supported Division and Board level strategic planning for information business incubator.
- Supported worldwide team on business plan and content strategy to build "the other Reuters." Results Electronic foreign exchange brokerage start-up (.).
- Outsold all other Nor-Cal New Business Reps for equipment placements 4 year in succession Average 175% of sales quotas over this 4- year period.
- Responsible for driving new business to a list of prospects as assigned by management in a fast paced, multi-functional tasking environment.
- Position requires strategic recognition of customers key challenges in their respective business operations and identify products/solutions to the .
- Successfully designed plan(s) to effectively manage assignments in

order to maximize incoming revenue and profits to meet annual quota objectives.

- Launched and sustained brand recognition within the triathlon market and swimming market.

EDUCATION

- Business/Marketing - 1987(J. Sargeant Reynolds Community College - Richmond, VA)

SKILLS

Microsoft Office, Website Development, Solution Selling, Contract Negotiation, Sales Training, Marketing Research.