1. Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
2. Devised integrated plans to build brand awareness, sales pipelines and customer acquisition plans.
3. Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
4. Directed canvassing plans to facilitate consistent, high-quality appointments for sales representatives.
5. Outlined marketing strategies and developed collateral in close collaboration with product management personnel.
6. Helped sales and marketing team members continuously improve product knowledge, skill set and career-building potential by motivating strong revenue numbers and continued promotional success.
7. Leveraged direct marketing, industry partnerships and social media platforms to maximize marketing strategy success.
8. Spearheaded successful branding initiatives, sales strategies and public relations approaches to underpin and enhance marketing campaign deployment.
9. Performed competitive analyses and adjusted sales and marketing strategies accordingly.
10. Directed work of efficient administrative team maintaining accurate sales, inventory and order documentation.
11. Cultivated and maintained strategic alliances with key partners and vendors.
12. Implemented, executed and strategically expanded business channel partnerships and program initiatives.
13. Instructed sales staff on cross-selling and up-selling techniques resulting in increased net sales revenue by [Number]% in [Timeframe] sales.
14. Developed positive, performance-based internal sales and marketing culture to include mentoring staff.
15. Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
16. Managed sales promotions and marketing strategies on major social media sites.
17. Analyzed sales and marketing data for improved strategies.
18. Pursued certification in [Area of certification] to improve creative sales skills and ability to influence decision-makers.
19. Created and expanded sales presentations to new and existing customers increasing net sales revenue by [Number]% in [Timeframe] sales.
20. Led crisis management team and provided quick turnaround solutions.