1. Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
2. Monitored metrics and marketing investments to assess performance and implement continuous improvements.
3. Improved sales processes to streamline customer acquisition and onboarding strategies.
4. Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
5. Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
6. Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
7. Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
8. Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
9. Identified, hired and trained highly-qualified staff by teaching best practices, procedures and sales strategies.
10. Created effective strategies to target new markets after researching and analyzing competitor behavior.
11. Offered product development input based on understanding of customer needs and collaborated with suppliers to determine and execute product concepts.
12. Promoted product pilot and launch and packaged clear and robust materials to fulfill technical information needs and support ongoing marketing efforts.
13. Generated status reports of key issues and technical application metrics to facilitate business forecasts.
14. Collaborated, created, implemented and documented efficient business processes, systematized and automated processes and developed tools to enable scaling.
15. Remained current on industry trends, product applications, market activities and competitive products to develop credibility, build value and create new opportunities.
16. Developed rapport with international suppliers and collaborated with factories to develop, design and select product for retail stores.
17. Grew retail sales volume in assigned territory [Number]% through strategic budgeting and product promotion.
18. Supported [Job title] by managing sales-based interactions with customers and following up on identified new business opportunities.
19. Negotiated business transfer worth $[Number] in gross annual income.
20. Increased regional market share [Number]% within [Number] months.