1. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
2. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
3. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
4. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
5. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
6. Negotiated and closed long-term agreements with new clients in assigned territory.
7. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
8. Established relationships with key decision-makers within customer's organization to promote growth and retention.
9. Created reports and presentations detailing business development activities.
10. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
11. Organized and oversaw solid business portfolio bringing in [Number]% of revenue objective in [Number] years.
12. Consistently exceeded quotas through penetration of new accounts.
13. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
14. Generated new business with marketing initiatives and strategic plans.
15. Completed and submitted monthly and yearly [Type] reports to support executive decision making.
16. Represented company and promoted products at conferences and trade association meetings.
17. Developed new business by networking with prospects and valuable customers at [Type] and [Type] events.
18. Applied consultative selling techniques to prospect senior management to close business.
19. Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.
20. Kept meticulous client notes in [Software] customer relationship management application.