1. Closed new business and streamlined transition accounts to customer relations department.
2. Developed short-term and long-term sales objectives and strategic plans to meet market needs.
3. Developed and executed strategic initiatives to implement key changes and improvements in business development and sales programs.
4. Strategized and implemented successful approaches to revitalize underperforming product lines and create profit-generating enterprises.
5. Identified investment opportunities, threats and challenges to accurately forecast company budget.
6. Enhanced marketing exposure through effective website content management and direct correspondence with potential clients.
7. Defined and integrated roles, responsibilities and processes for business team and data management organization.
8. Created strategic and tactical sales initiatives for forward planning to meet key objectives.
9. Fostered and facilitated relationships with product distribution channels to increase product sales.
10. Planned marketing initiatives and leveraged referral network to promote business development.
11. Investigated and addressed business development challenges to proactively mitigate problems.
12. Conducted cold- calls to prospect external lead sources and advance sales process.
13. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
14. Completed and submitted monthly and yearly [Type] reports to support executive decision making.
15. Maximized revenues in several programs by implementing creative sales training techniques.
16. Collaborated with sales and marketing departments to support business objectives and client acquisition.
17. Developed and implemented value-added strategies for [Product or service] to increase profitability, expand market share and cement customer relationships.
18. Partnered with business teams and IT personnel to align project goals with business strategy and define project milestones.
19. Led cross-functional teams to create impactful messaging, demand-generation programs and sales tools.
20. Participated in industry organization and trade shows to gather competitive and industry intelligence.