1. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
2. Established relationships with key decision-makers within customer's organization to promote growth and retention.
3. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
4. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
5. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
6. Trained and lead team of sales executives through modern marketing and persuasion courses to increase overall company efficiency and sales by [Number]%.
7. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
8. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
9. Increased account sales by [Number]% through cold calls and traveling across country.
10. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
11. Performed research to uncover potential target areas, markets and industries.
12. Grew profits by [Number]% by developing [Number] new accounts and maintaining [Number] pre-existing client relationships.
13. Maintained long-lasting relationships with [Number] industry partners for [Number] years.
14. Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.
15. Negotiated [Number] contracts worth up to $[Number].
16. Consistently exceeded quotas through penetration of new accounts.
17. Applied consultative selling techniques to prospect senior management to close business.
18. Represented company and promoted products at conferences and trade association meetings.
19. Applied strategic negotiation and sales closing skills to bring in [Number] new accounts over [Timeframe].
20. Collected data and performed customer needs analysis.