1. Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
2. Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
3. Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
4. Improved sales processes to streamline customer acquisition and onboarding strategies.
5. Monitored metrics and marketing investments to assess performance and implement continuous improvements.
6. Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
7. Created effective strategies to target new markets after researching and analyzing competitor behavior.
8. Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
9. Identified, hired and trained highly-qualified staff by teaching best practices, procedures and sales strategies.
10. Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
11. Reduced expenses by effectively negotiating contractor prices, terms and service agreements.
12. Initiated new sales and marketing plans for product roll-outs, including developing sales, distribution and media strategy.
13. Increased regional market share [Number]% within [Number] months.
14. Held weekly meetings with [Job title]s to identify techniques to overcome sales obstacles.
15. Grew market penetration and sales figures by leveraging supplier relationships and personally overseeing negotiations resulting in [Number]% revenue increase.
16. Closed over $[Number] in new sales in [Timeframe].
17. Conducted research to target, engage and partner with suppliers, negotiating beneficial, cost-saving deals.
18. Developed rapport with international suppliers and collaborated with factories to develop, design and select product for retail stores.
19. Expanded product distribution by adding more than [Number] new distribution points in region, including convenience stores, distributors, retail supermarkets and food services.
20. Created and launched new online marketing strategies, resulting in [Number]% sales increase.