1. Followed up on leads with friendly, knowledgeable support [Timeframe] to turn interested parties into paying customers.
2. Nurtured relationships with decision-makers in various business groups to win new business and increase repeat opportunities.
3. Designed and carried out market research to detect and attract new customers.
4. Planned and implemented advertising campaigns, including [Action], achieving [Result].
5. Developed and executed [Type] promotions to boost visibility and drive business.
6. Initiated [Type] contact with new, existing and potential customers to develop and maintain business relationships and further sales.
7. Achieved sales goals of $[Amount] per [Timeframe] using persuasive selling methods.
8. Collaborated with [Job title] to coordinate sales and marketing plans.
9. Demonstrated initiative by persistently prospecting, networking and promoting [Type] business.
10. Represented company at over [Number] community and business events per [Timeframe] to gain exposure to potential consumers.
11. Supervised all marketing and planning activities to exceed [Type] segment sales and margin goals.
12. Planned and executed events and marketing programs, producing [Number] times goal of qualified leads.
13. Used consultative sales approach to listen carefully to client needs and recommend desired products and services.
14. Leveraged industry trends and competitive analysis to improve customer relationship building.
15. Constructed and shared presentations for [Type] groups of up to [Number] to increase interest in [Product or Service].
16. Captured new customers by optimizing business strategies and launching products to diversify offerings.
17. Increased [Product or Service] sales and brand exposure by developing new packaging, collateral, and sales materials and optimizing target audience reach.
18. Enhanced profitability to achieve marketing objectives and drive productivity and growth from concept to implementation.
19. Improved [Type] segment product margin by [Number]% through assessment of customer trends.
20. Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.