1. Monitored metrics and marketing investments to assess performance and implement continuous improvements.
2. Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
3. Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
4. Coached employees in successful selling methods and encouraged cross-selling to drive revenue.
5. Created effective strategies to target new markets after researching and analyzing competitor behavior.
6. Improved sales processes to streamline customer acquisition and onboarding strategies.
7. Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
8. Identified, hired and trained highly-qualified staff by teaching best practices, procedures and sales strategies.
9. Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
10. Developed innovative marketing campaigns to increase engagement with target demographic and drive brand exposure.
11. Handled all customer relations issues pleasantly, enabling quick resolution and client satisfaction.
12. Increased monthly gross sales from $[Number] to $[Number] and exceeded goals for sales, revenue and profit margins.
13. Reduced costs [Number]% through client and distributor price negotiations.
14. Reduced expenses by effectively negotiating contractor prices, terms and service agreements.
15. Supervised sales team of [Number] people, stepping in to support employees and deliver smooth sales processes for clients.
16. Drove sales conversion rates up [Number]% through effective [Action].
17. Held weekly meetings with [Job title]s to identify techniques to overcome sales obstacles.
18. Developed international business relationships to drive business units abroad.
19. Resolved customer issues quickly and managed over [Number] accounts to increase sales and meet quotas.
20. Maintained relationships with customers and found new ones by identifying needs and offering appropriate services.