1. Constructed and shared presentations for [Type] groups of up to [Number] to increase interest in [Product or Service].
2. Followed up on leads with friendly, knowledgeable support [Timeframe] to turn interested parties into paying customers.
3. Initiated [Type] contact with new, existing and potential customers to develop and maintain business relationships and further sales.
4. Used consultative sales approach to listen carefully to client needs and recommend desired products and services.
5. Collaborated with [Job title] to coordinate sales and marketing plans.
6. Designed and carried out market research to detect and attract new customers.
7. Planned and implemented advertising campaigns, including [Action], achieving [Result].
8. Demonstrated initiative by persistently prospecting, networking and promoting [Type] business.
9. Achieved sales goals of $[Amount] per [Timeframe] using persuasive selling methods.
10. Nurtured relationships with decision-makers in various business groups to win new business and increase repeat opportunities.
11. Leveraged industry trends and competitive analysis to improve customer relationship building.
12. Oversaw preparation of marketing copy, images, videos, emails and other collateral.
13. Developed and executed [Type] promotions to boost visibility and drive business.
14. Worked closely with all product development departments to create and maintain marketing materials for sales presentations and client meetings.
15. Represented company at over [Number] community and business events per [Timeframe] to gain exposure to potential consumers.
16. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
17. Mentored local personnel on best practices and protocols to maximize productivity.
18. Considered business demands and customer preferences when developing pricing structures and marketing plans.
19. Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
20. Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.