1. Initiated [Type] contact with new, existing and potential customers to develop and maintain business relationships and further sales.
2. Used consultative sales approach to listen carefully to client needs and recommend desired products and services.
3. Demonstrated initiative by persistently prospecting, networking and promoting [Type] business.
4. Followed up on leads with friendly, knowledgeable support [Timeframe] to turn interested parties into paying customers.
5. Achieved sales goals of $[Amount] per [Timeframe] using persuasive selling methods.
6. Collaborated with [Job title] to coordinate sales and marketing plans.
7. Nurtured relationships with decision-makers in various business groups to win new business and increase repeat opportunities.
8. Constructed and shared presentations for [Type] groups of up to [Number] to increase interest in [Product or Service].
9. Planned and implemented advertising campaigns, including [Action], achieving [Result].
10. Represented company at over [Number] community and business events per [Timeframe] to gain exposure to potential consumers.
11. Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
12. Accomplished industry-leading successes for [Type] customers through [Action].
13. Designed and carried out market research to detect and attract new customers.
14. Built, implemented and enhanced national marketing initiatives to maximize outreach and sales of [Type] products.
15. Developed and executed [Type] promotions to boost visibility and drive business.
16. Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
17. Achieved profitability goals by developing and implementing all [Location] commercial activities.
18. Aligned activities with corporate objectives by coordinating marketing, sales and IT processes.
19. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
20. Conducted trials and tests of marketing channels such as paid acquisition, social media and fresh content creation.