1. Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
2. Established relationships with key decision-makers within customer's organization to promote growth and retention.
3. Implemented marketing strategies for stand-alone, fully integrated [Type] company providing solutions to meet demands of [Industry] industry.
4. Directed successful SEO and link-building campaign to increase website's credibility and drive traffic.
5. Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
6. Applied consultative selling techniques to prospect senior management to close business.
7. Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
8. Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
9. Represented company and promoted products at conferences and trade association meetings.
10. Streamlined operational efficiencies by delivering recommendations for knowledge-base processes and procedures.
11. Kept meticulous client notes in [Software] customer relationship management application.
12. Collaborated with company departments to develop new strategies to capitalize on emerging customer and market trends.
13. Applied strategic negotiation and sales closing skills to bring in [Number] new accounts over [Timeframe].
14. Worked with marketing teams to create, deploy and optimize effective campaigns for [Industry] clients.
15. Consulted with product development teams to enhance products based on customer data.
16. Collected data and performed customer needs analysis.
17. Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
18. Compiled product, market and customer data to forecast accurate sales and profit projections.
19. Grew sales numbers by $[Amount] through skilled sales support for new and existing customers.
20. Reached out to potential customers via telephone, email and in-person inquiries.