

Keyword List – Sales and Marketing

Close this window

To print this page, type "Control-P"
(or Command-P)

NOTE: Although the two functions are uniquely distinct, Sales & Marketing were integrated into one section due to the significant overlap in position titles, functions, responsibilities and achievements.

Account Development - Spearheaded **account development** programs throughout emerging markets worldwide.

Account Management - Profitably directed **account management** programs for key customers nationwide including Pepsi, Rolex and Time Warner.

Account Retention - Created innovative **account retention** programs to protect key customer against competition.

Brand Management - Instituted a formal **brand management** process to accelerate revenue growth within the company's core product line.

Business Development - Launched new **business development** initiatives throughout emerging Latin American markets.

Campaign Management - Directed copywriting, graphics and multimedia production personnel to create an integrated **campaign management** strategy.

Competitive Analysis - Managed 6-person cross-functional marketing team responsible for **competitive analysis** and trend modeling within the mature hardlines market.

Competitive Contract Award - Favorably positioned negotiations to win **competitive contract award** against three major automotive manufacturers.

Competitive Market Intelligence - Compiled historical data, forecasts and projections for a comprehensive **competitive market intelligence** study.

Competitive Product Positioning - Realigned sales and distribution channels to enhance **competitive product positioning** and accelerate revenue performance.

Consultative Sales - Deployed IBM's first-ever **consultative sales** and account management programs focusing on customer needs assessment, technology delivery and long-term customer training/support.

Customer Loyalty - Initiated pioneering programs in **customer loyalty** to halt competition.

Customer Needs Assessment - Led organization-wide analyses to develop a comprehensive **customer needs assessment** and retention program.

Customer Retention - Improved **customer retention** ratings by 26% through the introduction of sales incentives, premiums and targeted promotions.

Customer Satisfaction - Increased **customer satisfaction** ratings with the implementation of account management and retention strategies.

Customer Service - Managed a fully-integrated **customer service** function comprised of personnel from Sales, Marketing, Order Fulfillment, Distribution and Customer Training/Support.

Direct Mail Marketing - Orchestrated copywriting, design and print production of a 20,000-piece **direct mail marketing** campaign to support new product launch.

Direct Response Marketing - Deployed multimedia advertising and promotions to create a high-impact **direct response** campaign with better than 72% customer response.

Direct Sales - Managed a 65-person **direct sales** organization throughout North America.

Distributor Management - Recruited, trained and directed worldwide **distributor management** programs to augment direct sales team.

Emerging Markets - Researched global sales trends and identified the top performing **emerging markets** worldwide as the first step in new product placement and positioning.

Field Sales Management - Promoted to **field sales management** position responsible for 22 direct sales associates and a 65-person North American distribution network.

Fulfillment - Reengineered core business processes to enhance the order **fulfillment** and distribution process.

Global Markets - Introduced new product technology to launch Zenith into key **global markets**.

Global Sales - Built and managed American Airlines' most profitable **global sales** organization.

Headquarters Account Management - Assigned full P&L responsibility for **headquarters account management** of the Marriott business relationship.

High-Impact Presentations - Created multimedia, **high-impact presentations** to win a \$5 million, 5-year customer contract.

Incentive Planning - Devised unique **incentive planning** program that drove individual sales performance by better than 10% in 1996.

Indirect Sales - Created **indirect sales** channels throughout the Mid-Atlantic integrating the talents and resources of VARs, resellers and other third-party distributors.

International Sales - Exploded **international sales** revenues with launch throughout Eastern Europe.

International Trade - Led AMAX's **international trade**, barter and import/export programs.

Key Account Management - Innovated a unique **key account management** program targeted to the company's 10 largest multinational clients within North America.

Line Extension - Facilitated core product **line extension** in response to changing consumer market

demands.

Margin Improvement - Streamlined field sales programs and consolidated functions, resulting in a 16% **margin improvement** on all major product lines.

Market Launch - Directed **market launch** of six new products in 1996, delivering total revenues of more than \$2.8 million (125% of quota).

Market Positioning - Evaluated competitive activity and defined new corporate strategy for **market positioning** and revenue growth.

Market Research - Formalized Hill Brothers' **market research** function with the introduction of real-time data access to competitive trends, products, technologies and markets.

Market Share Ratings - Created a unique customer premium program and improved **market share ratings** by 16% in FY96.

Market Surveys - Developed a portfolio of **market surveys**, customer questionnaires and consumer buying observational tools to define long-term product positioning.

Marketing Strategy - Conceived the **marketing strategy** that drove Procter & Gamble to its most profitable year within the consumer goods and HBA industries.

Mass Merchants - Challenged to identify and capitalize upon sales opportunities within emerging **mass merchants** market.

Multi-Channel Distribution - Expanded sales penetration through development of **multi-channel distribution** programs in Latin America, South Africa and the Pacific Rim.

Multi-Channel Sales - Led a **multi-channel sales** organization integrating direct, distributor and VAR sales teams.

Multimedia Advertising - Launched Discovery's **multimedia advertising** program (e.g., print, broadcast, cable, Internet) in cooperation with one of New York's most prestigious advertising agencies.

Multimedia Marketing Communications - Integrated print, broadcast, cable and Internet technologies to create high-impact, high-yield, **multimedia marketing communications** targeted to customers nationwide.

National Account Management - Integrated the resources, products and technologies of all of Microsoft's customer sales divisions to create a fully-integrated **national account management** organization.

Negotiations - Led high-powered **negotiations** for the successful award of a \$6.2 million federal contract.

New Market Development - Hand-selected by CEO to spearhead Marriott's **new market development** program as the first step in a 10-year global expansion plan.

New Product Introduction - Led the development and market launch of all **new product introduction** programs for Mazda, exceeding revenue goals by 22% and strengthening the company's long-term market position.

Product Development - Spearheaded new **product development** programs, from concept through design, prototyping and testing, to final market launch.

Product Launch - Led six new **product launch** campaigns within the emerging Eastern European markets, with one product generating \$2.6 million in first year revenues (167% of quota).

Product Lifecycle Management - Directed “cradle-to-grave” **product lifecycle management** programs in cooperation with Engineering, Marketing, Sales and Distribution.

Product Line Rationalization - Revitalized Sperry’s **product line rationalization** program, divested two non-performing lines and redeployed assets to focus on long-term growth markets.

Product Positioning - Evaluated competitive market trends and implemented **product positioning** strategies to ensure long-term and sustainable growth.

Profit & Loss (P&L) Management - Held full **P&L management** responsibility for the company’s core product line and all line extensions.

Promotions - Conceived, developed and launched multimedia **promotions** that dominated the regional market.

Profit Growth - Reengineered field sales and distribution organizations despite corporate downsizing and delivered a 16% gain in **profit growth** (versus 5% industry-wide loss).

Public Relations - Created Martin Marietta’s corporate **public relations** function and produced an average of 10 press releases per month for the Wall Street Journal and New York Times.

Public Speaking - Traveled worldwide to lead **public speaking** engagements on behalf of the corporation during its transition from private to public ownership.

Revenue Growth - Exploded market penetration and drove a 46% gain in **revenue growth** within first six months.

Revenue Stream - Created new **revenue stream** with the introduction of products throughout the Far Eastern market.

Sales Closing - Dominated sales negotiations and favorably positioned **sales closing** against competition.

Sales Cycle Management - Spearheaded the entire **sales cycle management** process, from initial client consultation and needs assessment through product demonstration, price and service negotiations, and final sales closings.

Sales Forecasting - Introduced real-time data exchange between global sales offices to expedite annual **sales forecasting** functions.

Sales Training - Created a 6-month intensive **sales training** program in basic selling skills, competitive negotiations and customer development/retention.

Sales Presentations - Devised winning **sales presentations** utilizing multimedia demonstration techniques

to consistently outperformed competition.

Solutions Selling - Delivered **solutions selling** strategies to enhance revenue performance of field sales organization.

Strategic Market Planning - Facilitated annual **strategic market planning** sessions in cooperation with top-level executives, sales and marketing managers, product line managers, manufacturing director and other key management staff.

Tactical Market Plans - Translated marketing strategy into **tactical market plans** to accelerate growth throughout North America.

Team Building/Leadership - Spearheaded first-ever **team building/leadership** programs as the platform for merging the competencies of several distinct product lines and business units.

Trend Analysis - Devised innovative research and statistical methods to strengthen **trend analysis**, market analysis and competitive analysis competencies.

Close this window
