

## Keyword List – Sales and Marketing

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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.

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