

Resume Buzz Words

Business-Marketing

Account Development
Account Executive
Account Management
Benefits
Brand Management
Brand Recognition
Business Development
Business Models
Campaigns
Canvassing
Client
Client Base
Client Relations
Closing Cold Calls
Collateral Material
Commission
Communication Strategies
Competitive Analysis
Competitive Market
Analysis
Completive Product
Positioning
Consistent
Consultative Sales
Consumer Relations
Contract
Corporate Identity
Cost Reduction
Creative Concepts
Customer Base
Customer Loyalty
Customer Needs Assessment
Customer Retention
Customer Satisfaction
Customer Service
Direct Mail Marketing
Direct Marketing Campaign
Direct Response
Marketing
Direct Sales
Distribution Channels
E-Business
Emerging Markets
Focus Groups
Fulfillment
Global Markets
Global Sourcing
Goal
Gross Margin
High-Impact Presentations
Inventive Planning

Indirect Sales
International Sales
Key Account Management
Line Extension
Margin Improvement
Market Launch
Market Positioning
Market Research
Market Share
Market Surveys
Marketing Strategy
Mass Merchants
Media Relations
Multi-Channel Sales
Multimedia Advertising
Negotiations
New Product Launch
Niche
Outsourcing
Performance
Potential
Press Releases
Product Development
Product Launch
Product Offerings
Product Positioning
Profit and Loss Management
Profit Growth
Project Management
Promotional Programs
Promotions
Public Relations
Public Speaking
Quota
Rank
Regional
Relationships
Retention
Revenue Growth
Sales Closing
Sales Forecasting
Sales Maximization
Sales Presentations
Sales Representative
Sales Training
Services
Solutions Selling
Special Events Planning
Strategic Market Planning
Strategies
Target

Team Building/Leadership
Territory
Trend Analysis
Vendor Relations
Vertical Marketing
Web Site

Other Skills to Include:

Dependability
Attention to Detail
Cooperation
Integrity
Leadership
Initiative
Persistence
Achievement/Effort
Adaptability/Flexibility
Independence