**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