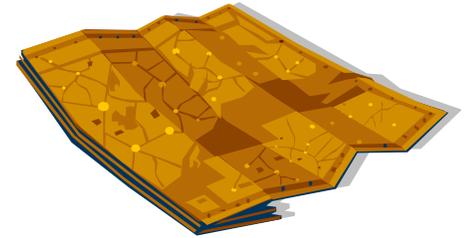


Sales Territory Planning

The Goal:

The Sales Management Group works with companies and their sales representatives to incorporate sales territory planning which will enable them to:

- Identify target accounts and opportunities most likely to generate revenue in both the near term and the longer term
- Create action plans to develop opportunities and account relationships that will lead to closed business
- Implement key performance metrics to measure progress against territory plans and goals.



The Challenge:

1. Sales representatives usually have large territories where everything is “fair game,” but there’s so much opportunity, they hardly know where to begin. As a result, they thrash about and pluck low-hanging fruit. While they bring in revenue, it’s only a fraction of what they could bring in if they went after the right opportunities. Even worse, they are not growing the business.
2. Other sales representatives complain that their territories are not big enough, saying: “My territory’s picked over,” “There’s not enough opportunity” or “There’s too much competition.” You know plenty of business exists if they would only focus on the right deals.

Our Recommendation:

The Sales Management Group works with your VP of Sales and sales representatives to develop comprehensive territory plans. An effective territory plan provides each sales representative with the focus she needs to develop accounts, find opportunities, close business and drive revenue.

Our territory planning process directs your sales representatives to:

- Review territory past performance by account, product, volumes and timing
- Create an overall territory strategy that complements your business strategy
- Gather information on key accounts and key prospects including: business profile, contacts, purchase history, business plan and data gaps
- Identify other accounts and prospects
- Document revenue quotas for the current and following year
- Document foreseeable customer opportunities and create a plan to sell to them
- Determine gaps between quotas and opportunities, then develop a plan to close the gaps

The Sales Management Group also provides assessment tools to help your sales representatives and management team identify key accounts and opportunities as well as assess the value to your company of your various product offerings. Our tools can guide your sales representatives in determining where they have the information they need to sell effectively and where they need to deepen their relationships.

Using interviews with your sales team, assessments produced by our proprietary tools, and our 30 + years of personal sales experience, we lead your team to create targeted, actionable and measurable territory plans.