

Territory Planning

Situation:

How does a sales team generate the greatest amount of consistent revenue each year? The standard answers are by being aggressive, doing proactive prospecting, and keeping the pipeline full. But the question that always needs to be asked is: are we uncovering and closing all available opportunities in each territory? Usually, the answer is no.

Territory Planning is the process a sales team uses to analyze and plan around key accounts and opportunities within their assigned sales territory. A plan includes analysis and goal setting around the company's products and services, market segments, competition, trends, and profiles of key accounts.

The end result is a developed strategy for the territory, that territory being a mix of customers and prospects in a geographic territory or large named account territory. Core attributes of a territory plan include opportunity/threat analysis, objectives, strategy, account identification and analysis, situational analysis, estimates of account potential, and detail on territory/account tactics. An effective plan that drives revenue gain must include both strategy and tactics, resulting in a tightly defined set of accounts, prospects, and other opportunities for the sales teams to focus their efforts on.

Learning Objectives/Outcomes:

In this two-day session, participants will learn:

- Identification of territory opportunities and challenges
- Set Territory objectives, including increasing overall revenue volume and volume by customer; increasing sales of a certain product type; increasing average deal size; breaking into new prospect accounts
- Territory strategy
- Account identification and analysis for Prospects and Existing Accounts
- Situation Analysis
- Estimate of potential
- Territory tactics
- Finalized set of Revenue and Relationship Objectives
- Detailed Action Plans for each objective

Testimonials:

- *"I needed a business partner that could represent the Sales Operations group as if they were an employee... The biggest benefit to me, over and above quality work on time, was having someone on my team that became a trusted advisor and partner. I would highly recommend that you consider using Lisa Dennis and Knowledge Associates" - Kathryn McAllister, Director, Sales Programs, GTE Internetworking*
- *"I wanted to thank you for the high quality workshop you did for the Collaborative Learning(CLI) sales team...on the daunting task at hand, Territory Planning. Your complete approach for Territory Planning was exceptional! ... This process will truly benefit not only CLI, but each individual sales rep to increase our bottom line and line their pockets. I would take your program to any company in a heart beat." - Sandy Essex, Vice President of Sales, Collaborative Learning, Inc.*

Format:

- 2 day format
- Requires pre-work assignment completed prior to session
- Final plan document due 2 weeks post session including territory map

