

# € TRAINING

Strategic Sales Planning and Territory  
Management





# Strategic Sales Planning and Territory Management

## Introduction:

Well designed and managed sales territories allow firms to maximize sales force capacity, provide a foundation for other sales performance management activities including incentive compensation and quota design, and have a host of other benefits to sales forces. This program reviews territory management principles, while focusing on the essential analytical frameworks and practices associated with sound territory design.

## Course Objectives:

At the end of this course the participants will be able to:

- Analyze the process of the sales planning and territory management.
- Practice the effective ways of setting goals, developing sales activities, and managing time effectively.
- Use relevant tools for route structuring and territory management.
- Apply the methods of effective territory management and strategic selling.
- Revise sales strategies and provide proper sales training for salesforce.
- Successfully choose, target, and manage a territory, maximizing growth, and profit.

## Targeted Audience:

- Sales Managers
- Sales Supervisors
- Key Account Managers
- Salespeople and other senior sales staff

## Course Outlines:

### Unit 1: Overall Planning Process:

- Overview of Sales Management
- Activities Involved in Implementing a Sales Program
- Evaluation and Control of Sales Force Performance
- Supervisor Sales Training Program

### Unit 2: Management of Self:

- Time Management Techniques for Sales Professionals
- Sales People Time Analysis
- Managing Your Time for Better Sales Results
- Corporate Training for Better Account Management

### Unit 3: Territory Management:

- Generating New Accounts
- Computing the Cost per Call and Number of Calls Needed to Close a Sale

- ABC Account Classification and the Portfolio Model
- Designing Sales Territories Using Build-up and Breakdown Method
- Routing Patterns

#### Unit 4: SalesForce Structure and Organization:

- Generalist and Specialist Sales Forces
- Dividing the Salesforce

#### Unit 5: Strategic Selling:

- Buying Influences and Red Flags Identification
- Working the Sales Funnel
- How Sales People Think, Feel and Behave
- Establishing Control Systems
- Major Account Sales Strategy
- Discover their Sales Strengths
- Proactive Sales Management
- Advanced Selling Strategies
- Secrets of Great Sales Management