

Territory Management Program (TMP) is a highly interactive one day program that provides a practical planning approach to help Sales Professionals effectively cover and penetrate their assigned territories. In order to ensure effective penetration and coverage of a sales person's target market, many companies deploy their sales force around sales territories. Executed effectively, a territory sales organisation allows you to aggressively create streams of predictable revenue from entire segments rather than depend on a few key accounts.

The deliverables are a completed Territory Plan and a Revenue Map which identifies the potential revenue opportunities across a sales rep's territory. It also enables them to sell the full suite of offerings.

Who should attend?

TMP is equally applicable for Account Teams looking after existing accounts as it is for Sales Teams focusing on new business. Therefore it is applicable to all Sales Professionals, Sales Managers and their teams who have over 30 accounts in their sales territories.

Program Outline

- Territory Assessment
- Territory Segmentation and Coverage
- Lead Generation
- Developing New Business
- Developing a Revenue Map and a Territory Plan

Business Benefits

The business benefits of the *Territory Management Program* are to:

- Enable the sales rep's to segment their territories based on future potential rather than just past revenue.
- Maximize their return from referrals to grow their business.
- Increase the size and quality of the pipeline by creating opportunities across their portfolio.
- Align Sales and Marketing to drive future business.
- Develop unique Value Propositions to differentiate your company.
- Maximize their return on the internal and external resources applied



A fresh
perspective
on your
performance