

Training

Territory Management



'Territory Management' focuses sales force effort on those accounts which bring significant new or additional business. The workshop provides a practical environment with each sales person working through their own analysis and developing action plans with dates and projected results.

The course outline is as follows:

Translating sales objectives into activities

- Calculating running rate
- Key assumptions and exceptions
- Translating into projected results

Territory analysis

- Product sales grid
- Key accounts
- 'B' accounts
- 'C' accounts
- Scoring accounts

Putting the strategy together

- Protecting current business, regular call patterns
- Gaining new business
- Suspects, prospects and customers
- Key ratios

By the end of the workshop each member of the sales team will have a firm action plan in place for their territory. In addition they will know whose help they will need to implement and how to monitor progress.

For more information
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