

Introduction

The **Strategic Sales and Territory Management Course** is meticulously crafted to help companies optimize their sales force capacity by managing sales territories effectively. By providing a structured approach to territory management, businesses can enhance other key sales performance management activities, including designing incentive compensation and establishing quotas. This course will guide participants through the principles of territory management while focusing on the essential analytical frameworks and practices for designing efficient territories.

Sales Territory Management Best Practices and Tools

Recognizing the importance of territory management in a sales force's success, this course includes a dedicated unit on best practices and the tools essential for successful territory management. Participants will delve into advanced concepts of territory planning and effective territory sales management, learning the dynamics of a successful sales territory plan.

The course also provides guidance on using leading territory management tools, ensuring that sales professionals are equipped to design and implement a strategy that aligns with company goals and adapts to evolving market demands.

Targeted Groups

- Sales Managers
- Sales Supervisors
- Key Account Managers
- Senior Sales Staff and Salespeople

Course Objectives

By the end of the **Strategic Sales and Territory Management Course**, participants will be able to:

- Analyze the sales planning and territory management process
- Practice goal setting, develop sales activities, and manage time effectively
- Utilize relevant tools for structuring routes and managing territories
- Implement effective territory management and strategic selling techniques
- Revise sales strategies and provide adequate training to the sales team
- Select, target, and manage a sales territory to maximize growth and profit

Targeted Competencies

Upon completing the course, participants will develop the following competencies:

- Managing sales performance
- Developing and executing sales plans
- Applying strategic thinking in territory management
- Enhancing self-management skills
- Building analytical foundations for effective territory management
- Mastering strategic selling techniques

Course Content

Unit 1: Overall Planning Process

- Understanding the role of sales management
- Key activities involved in executing a sales program
- Evaluating and controlling sales force performance
- Training supervisors to enhance their sales skills

Unit 2: Management of Self

- Time management techniques tailored for sales professionals
- Analyzing and managing time to increase sales performance
- Corporate training programs aimed at improving account management

Unit 3: Territory Management

- Techniques for generating new accounts
- Calculating the cost per call and determining the number of calls needed to close sales
- Applying ABC account classification and the portfolio model
- Designing sales territories using build-up and breakdown methods
- Understanding routing patterns for optimized sales efforts

Unit 4: Sales Force Structure and Organization

- Comparing generalist and specialist sales forces
- Dividing the sales force for effective management

Unit 5: Strategic Selling

- Identifying buying influences and red flags in the sales process
 - Effectively managing the sales funnel
 - Understanding the psychology of salespeople: thinking, feeling, and behavior
 - Establishing control systems within the sales process
 - Developing a primary account sales strategy
 - Identifying personal sales strengths and enhancing them
 - Implementing proactive sales management techniques
 - Advanced strategies for sales excellence
 - Secrets to effective sales management
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