# Introduction

Efficiently designed and managed **sales territories** empower firms to maximize their sales force capacity, enhance sales performance, and establish a robust foundation for key management activities such as **incentive compensation** and **quota design**. The **Strategic Sales and Territory Management Course** focuses on these principles, offering participants essential analytical frameworks and best practices for effective territory design and management.

## Sales Territory Management Best Practices and Tools

Recognizing the critical role of territory management in sales force success, this course dedicates a comprehensive unit to **sales territory management best practices** and the tools integral to its process. Participants will explore advanced concepts in **territory planning**, **effective sales territory management**, and the dynamics of crafting a **successful territory sales plan**.

Through this course, sales professionals will gain insights into leveraging advanced tools, developing strategies that align with corporate objectives, and adapting to market changes. These skills ensure their ability to design and execute efficient **sales territory management strategies**.

## Targeted Groups

This course is ideal for:

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

## Course Objectives

Upon completing the **Strategic Sales and Territory Management Course**, participants will be able to:

- Analyze the **sales planning and territory management process**.
- Practice effective techniques for **goal setting**, developing sales activities, and **time management**.
- Utilize **route structuring** and **territory management tools**.
- Apply advanced methods for **strategic selling** and **territory management**.
- Revise and refine **sales strategies** while providing comprehensive sales training for their teams.
- Strategically **choose, target, and manage territories**, driving growth and profitability.

## Targeted Competencies

By the end of the course, participants will enhance their capabilities in:

- **Sales performance management**.
- **Sales planning**.

- **Strategic thinking**.
- **Self-management**.
- Analytical foundations essential to **territory management**.
- Advanced **strategic selling skills**.

# Course Content

## Unit 1: Overall Planning Process

- Overview of **sales management**.
- Key activities in **sales program implementation**.
- Methods for evaluating and controlling **sales force performance**.
- Developing and executing **supervisor sales training programs**.

## Unit 2: Management of Self

- Techniques for **time management** specific to sales professionals.
- Conducting **time analysis** for improved sales performance.
- Strategies for optimizing time for better sales results.
- **Corporate training** for enhanced account management.

## Unit 3: Territory Management

- Strategies for **generating new accounts**.
- Calculating the **cost per call** and determining the number of calls needed to close sales.
- Utilizing **ABC account classification** and **portfolio models**.
- Designing effective **sales territories** using build-up and breakdown methods.
- Establishing **routing patterns** for optimal territory coverage.

## Unit 4: Salesforce Structure and Organization

- Exploring **generalist** and **specialist sales forces**.
- Strategies for **dividing and organizing the salesforce**.

## Unit 5: Strategic Selling

- Identifying **buying influences** and recognizing red flags.
- Managing and optimizing the **sales funnel**.
- Understanding how salespeople think, feel, and behave to enhance performance.
- Establishing and leveraging **control systems**.
- Developing a **primary account sales strategy**.
- Discovering individual and team **sales strengths**.
- Implementing proactive **sales management** techniques.
- Mastering **advanced selling strategies**.
- Learning the secrets of **exceptional sales management**.

## Conclusion

The **Strategic Sales and Territory Management Course** is designed to help sales professionals enhance their planning, organization, and execution skills.

With a focus on **strategic selling** and **territory design**, participants will be equipped to optimize their sales strategies, improve team performance, and achieve sustainable growth in a competitive market.