



Development & Learning topic: *Sales Territory Structure & Mapping*

Are you concerned that your sales team spends more time driving between visits than actually visiting your valued customers and prospects? When you take into account salaries, travel expenses and the like, each sales visit can cost many hundreds of dollars and should be treated as such. Now more than ever, it is crucial that you maximise the Return on Investment of your sales resource—an outcome that is only possible if your sales team makes the most of every minute on the road. This topic will teach you how this can be achieved.

How do we do it?

Our Development & Learning topics provide the structure and methodologies, while your sales leaders put them into practice using real data – and reap rewards in the form of tangible processes, models and tools.

The Sales Territory Structure & Mapping topic can be customised to meet your specific needs, whether it be:

- a 1-2 hour presentation at a company sales conference that will challenge your team’s conventional sales beliefs
- a half-day workshop developing the theme, or
- a whole day boot camp utilising your data to design and develop your Sales Territory toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
4	Territory Structure	<ul style="list-style-type: none"> • Review and, if required, reset classified customer allocations for each sales executive • Assign each classified customer a zone based on geographic location
4	Territory Mapping	<ul style="list-style-type: none"> • Use a mathematical approach to map each territory to gain optimal efficiencies & classified customer work loading
4	Forward Planning	<ul style="list-style-type: none"> • Apply mapped territory to actual visit calendars to appreciate real-time advantages • Learn how to introduce and promote forward planning with your customer base

What do you need to do?

- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales and marketing management group to participate
- Assist us with an hour or two here and there during the month beforehand to gather specific data or inputs we will require to prepare the customisation

What do you get?

- Our presentations motivate participants to take a fresh look at your company’s sales territories and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants in the above areas
- Our boot camps provide all of this PLUS participants will leave with a Sales Territory toolkit, with user guides, that you can implement immediately and/or continue to develop back at your offices