

€ TRAINING

Strategic Sales Planning and Territory
Management



12 - 16 August 2024
Geneva (Switzerland)



Strategic Sales Planning and Territory Management

REF: ST367 DATE: 12 - 16 August 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

Introduction:

Well designed and managed sales territories allow firms to maximize sales force capacity, provide a foundation for other sales performance management activities including incentive compensation and quota design, and have a host of other benefits to sales forces. This program reviews territory management principles, while focusing on the essential analytical frameworks and practices associated with sound territory design.

Course Objectives:

At the end of this course the participants will be able to:

- Analyze the process of the sales planning and territory management.
- Practice the effective ways of setting goals, developing sales activities, and managing time effectively.
- Use relevant tools for route structuring and territory management.
- Apply the methods of effective territory management and strategic selling.
- Revise sales strategies and provide proper sales training for salesforce.
- Successfully choose, target, and manage a territory, maximizing growth, and profit.

Targeted Audience:

- Sales Managers
- Sales Supervisors
- Key Account Managers
- Salespeople and other senior sales staff

Course Outlines:

Unit 1: Overall Planning Process:

- Overview of Sales Management
- Activities Involved in Implementing a Sales Program
- Evaluation and Control of Sales Force Performance
- Supervisor Sales Training Program

Unit 2: Management of Self:

- Time Management Techniques for Sales Professionals
- Sales People Time Analysis
- Managing Your Time for Better Sales Results
- Corporate Training for Better Account Management

Unit 3: Territory Management:

- Generating New Accounts
- Computing the Cost per Call and Number of Calls Needed to Close a Sale



- ABC Account Classification and the Portfolio Model
- Designing Sales Territories Using Build-up and Breakdown Method
- Routing Patterns

Unit 4: Salesforce Structure and Organization:

- Generalist and Specialist Sales Forces
- Dividing the Salesforce

Unit 5: Strategic Selling:

- Buying Influences and Red Flags Identification
- Working the Sales Funnel
- How Sales People Think, Feel and Behave
- Establishing Control Systems
- Major Account Sales Strategy
- Discover their Sales Strengths
- Proactive Sales Management
- Advanced Selling Strategies
- Secrets of Great Sales Management