


# € TRAINING

Strategic Sales Planning and Territory  
Management

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

3 - 7 February 2025  
Casablanca (Morocco)



# Strategic Sales Planning and Territory Management

REF: ST367 DATE: 3 - 7 February 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

## Introduction:

This training program is designed to equip sales professionals with advanced strategies and tools for optimizing sales efforts across different territories. It focuses on effective planning, allocation of resources, and customer segmentation to maximize sales productivity and achieve business objectives.

## Program Objectives:

By the end of this program, participants will be able to:

- Develop comprehensive strategic sales plans that align with company goals.
- Efficiently manage and allocate resources across sales territories.
- Utilize data-driven approaches for territory segmentation and targeting.
- Implement key performance indicators KPIs to monitor and improve sales performance.
- Enhance customer relationships and drive sales growth through effective territory management.

## Targeted Audience:

- Sales managers and directors.
- Territory and regional sales professionals.
- Business development managers.
- Marketing professionals involved in sales strategy.
- Personnel responsible for planning and executing sales strategies.

## Program Outline:

### Unit 1:

#### Fundamentals of Strategic Sales Planning:

- Overview of strategic sales planning and its importance in business success.
- Steps for developing a sales plan aligned with strategic business objectives.
- Tools and models for market analysis and competitive positioning.

- Techniques for setting achievable sales targets and objectives.
- Integrating sales plans with marketing and other business functions.

## Unit 2:

### Territory Management Principles:

- Key concepts in territory management: segmentation, prioritization, and allocation.
- Methods for dividing sales territories based on geographic, demographic, and psychographic factors.
- Strategies for resource allocation to optimize coverage and customer reach.
- Using CRM and other technological tools for territory management.
- Case studies of successful territory management practices.

## Unit 3:

### Data-Driven Territory Analysis and Decision Making:

- Utilizing data analytics to assess territory performance and identify growth opportunities.
- Techniques for collecting and analyzing sales data to inform decisions.
- Mapping and visualizing sales territories for better strategic planning.
- Adapting sales strategies based on performance analytics and market trends.
- Developing contingency plans to address territory-specific challenges.

## Unit 4:

### Implementing and Monitoring Sales Strategies:

- Best practices for the rollout of sales strategies across territories.
- Establishing clear communication channels and expectations with sales teams.
- Monitoring sales performance and making adjustments to strategies.
- Implementing KPIs and metrics to evaluate success and areas for improvement.
- Regular review and feedback mechanisms to enhance sales effectiveness.

## Unit 5:



## Advanced Techniques in Customer Relationship and Account Management:

- Building and maintaining strong customer relationships within territories.
- Strategies for effective key account management to maximize sales potential.
- Leveraging cross-selling and upselling opportunities within existing accounts.
- Training and development for sales teams on advanced customer engagement techniques.
- Utilizing technology to enhance customer interactions and satisfaction.