



Territory Management

AUDIENCE

Sales managers,
Sales representatives
and partner sales
representatives.

Develop a winning sales territory

Territory Management adapts approaches from Account Management and applies them specifically to the context of effectively building and managing a territory. Participants will learn to identify trends across the territory, leverage strengths, mitigate threats, assess goals and create action plans.

Program Benefits

- Improve prioritization and segmentation
- Gain increased understanding of a specific territory to develop superior strategy and focus
- Develop specific plans for the successful short-term and long-term development of a territory
- Craft superior partner strategies and relationships
- Gain a better understanding of the competitive landscape
- Develop prioritized target accounts
- Increase forecast accuracy and improve resource utilization text

Program Description

Territory Management consists of a series of five Integrated Learning modules.

Each Integrated Learning module is structured to lead up to a Work Assignment that translates learning into action. Participants are given a week to apply the new approaches and tools they learned in the classroom to real-world situations. Each successive module then starts with a "look back" to review the Work Assignment from the previous module, share best practices and reinforce learning.

Module 1: Assessment

Complete the assessment phase of the territory plan.

Module 2: Strategy

Complete the strategy phase of the territory plan.

Module 3: Investment Targets and New Pursuit Opportunities

Complete the targeting phase of the territory plan.

Module 4: Strategy into Action

Complete the action planning phase of the territory plan.

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Module 5: Master Class

Share the personal implementation plan with immediate manager and agree upon support and coaching required. Agree upon implementation of territory planning methods across relevant territory.

Participants experience a tightly produced and highly engaging training program that leverages dialogue, exercises, participant interaction, video and animation to support the total learning environment. In place of workbooks, participants are directed to an online Application Guide at the end of each module that summarizes the main learning points and acts as a job-aid for implementation.

Implementation/Customization

All 3g Selling sales training programs are based on the principles of Third Generation Selling, 3g Selling's proven sales methodology that synchronizes selling to the specific target market's buying process. As such, all programs are configurable "off the shelf" to the client's specific sales process, terminology and overall business environment.

