



Sales Readiness Group

Managing the Territory

SALES PERFORMANCE SERIES

Managing the Territory is a program that will help sales professionals maximize the sales yield of their territory. This high-impact program provides skills and techniques that allow the sales professional to determine the best call routing, prioritize customers by potential yield, optimize selling time and better penetrate their accounts.

Lost selling time and missed opportunities from not managing a territory correctly means leaving money on the table. Pursuing only “hot” leads can miss out on follow on and repeat sales. Also, just calling down a list without an estimate of expected value of each customer can waste time on low potentials and not allocate enough time to high potentials. A day planner and lead list is not enough.

Managing the Territory teaches sales professionals to maximize the revenue potential of a territory by assessing the potential of each customer, prioritizing which accounts to call, planning an appropriate amount of time to spend with them, and building a call plan that will make the most of time and produce the highest yield.

Managing the Territory modules and topics include:

- Master the three variables of successful territory management: Routing, Call Allocation and Time Management
- Use the Expected Value formula to gauge each customer’s potential sales yield
- Categorize customers by applying the four factors in determining the probability of repeat sales
- Gain time management skills like establishing goals, setting priorities, eliminating or delegating tasks, setting limits and learning to say “no”

All Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Performance Programs

- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 206, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

info@salesreadinessgroup.com, <http://www.SalesReadinessGroup.com>



Sales Readiness Group