Territory Management & Prospecting

Who Should Attend:

Territory managers, sales representatives, account managers, sales managers.

Format:

- A 1-day workshop

Tools Provided:

- A Comprehensive Learning Guide

Related Training:

- Selling Breakthroughs
- Negotiating Breakthroughs

Become an indispensable intermediary between your company and customers

Achieve optimal results from a portfolio of customers. Learn proven processes and skills to analyze, classify, and allocate appropriate time and resources to help you plan call cycles, account development and prospecting activities. In addition, gain in-depth knowledge in account management, planning, profiling, territory analysis, prospecting and influencing.

Maximize customer relationships by taking personal responsibility for territory planning and activities. Increase selling opportunities by scheduling prospecting tasks, call frequency and call objectives.

This course will help you:

- Act with confidence as the interface between your company and your customer
- Deal with customers based on their current and potential value to your company
- Proactively arrange your time and territory to achieve optimum face-to-face selling opportunities
- Plan and implement account development activities to achieve your sales plan objectives
- Target new business from new contacts within both existing customers and new customers, to achieve new business targets

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Detailed Synopsis:

Territory Management & Prospecting

The Territory Management & Prospecting Workshop is designed to broaden your understanding of the processes required to plan and implement the sales and servicing requirements of your customers. The skills required to manage and develop a sales territory are essential to all salespeople. You will establish and develop account management activities based on their contribution to achieving your sales key result areas, and your organization's business plan. It is a hands-on workshop with practical planning tools, clear processes, and relevant examples.

Unit 1 Analyzing the Portfolio:

The problem typically faced by territory managers is the sheer number of customers that require a continuous supply of products and services (your selling activities) and regular support, planning, technical advice, etc (your account management activities). For most territory managers, a convenient method to help them is to analyze the portfolio in terms of a significant factor or criteria.

Unit 2 Categorizing Each Account:

Once criteria have been set, you will be able to sort all customer accounts into categories that are identifiable and manageable as a group. By doing this, we can more effectively and efficiently manage our 'territory' of customers. You will categorize using international 'best practice' formulas and ratios, adapted to your particular company and customer requirements.

Unit 3 Time and Territory Planning:

Territory management involves deciding how much of our time we should allocate to each customer. The time spent with each customer should reflect their contribution to the sales target. Too little time spent with our A (high value) customers, or too much time with B or C customers will result in poor sales results. We need to devote our time and resources to where the actual and potential business is. In this unit we also work out how many sales calls we have available, and how often each customer needs to be called on.

Unit 4 Sales Plan:

Using the Time and Territory Plan prepared in Unit 3, we extend our planning into other key result areas – such as revenue, margin, product or service range and mix, channel management, new business, prospecting, market intelligence etc. Your plans, strategies and activities all contribute to the organization's Sales Plan.

Unit 5 Account Development:

One of the main responsibilities of the territory manager is to develop each customer account. A static portfolio will rapidly decline in value. We look at why development activities are required, and then discuss in detail a number of activities that will help you continuously develop your customer accounts.

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Unit 6 Customer Profiling:

Customer Account records are managed at all times by the territory manager. Whatever CRM system you use, and whether simple or complex, there is certain information that must be recorded. We look at the data and information required for successful account management.

Unit 7 Targeting New Business:

This unit looks at prospecting from two sources – from new customers, and from new contacts within existing customers. You will learn how to widen your contacts within your existing customers – across more levels and more divisions. You will prepare a prospecting plan to achieve your new business targets, including time allocation for calls, meetings and research. You will learn the process for making appointments, whether the person you want to contact is 'cold' or 'warm'.

Unit 8 A Review of the Selling – Buying Process:

Within your account management role is the ongoing responsibility of selling products and services, and delivering your expertise and advice. The territory manager therefore needs to continuously refresh and update their professional selling skills. This ensures your planning, profiling and analysis accurately reflects the current and future needs of the customer. It also ensures all your activities supporting recommendations of solutions, submitting proposals, implementing agreements etc achieve mutual objectives, and enhance the relationship.