Benefits

Managers receive coaching on how to monitor and reinforce new sales reps' territory plans to see results within one month.

Maximizing Territory Revenue

The Blueprint for a Winning Territory Plan

One of the most critical disciplines for a salesperson to master is territory management. This session includes every aspect of developing a winning plan – creating the vision, developing the skills, the processes, the tools – that salespeople need to manage their territories as if they were their very own businesses, wisely investing the resources at their disposal to achieve the greatest return.

The Challenge

- Salespeople often don't feel accountable or "bought in" to quotas assigned to them by their employer.
- Unattainable sales target are often assigned due to a lack of input from the field.
- Many sales people lack the business analysis and planning skills necessary to effectively organize robust territory activities.
- There have been few tools typically used to assist salespeople in effective territory analysis and plan development.

Our Blueprint for a Winning Territory Plan focuses on participants taking personal responsibility for penetrating their territories and major accounts. It emphasizes the need to find profitable new opportunities, to articulate your company's strengths, and to leverage all of the resources available. Throughout the session participants use K&R's planned, systematic blueprint, designed to methodically generate new opportunities and realize immediate results.

Participants ***develop a 12-month territory action plan for their individual territory*** throughout the workshop. They focus on building a sense of urgency for penetrating the territory, and taking ownership to achieve results immediately. Managers receive coaching on how to monitor and reinforce new sales reps' territory plans to see ***results within one month***.

Workshop discussion and exercises center around identifying key target markets, competitors, and best-fit products and services for those markets specific to your company and in individual sales executives' territory. Participants identify differentiators, partners, and strategies specific to their own territories and participants complete territory action plan for their own individual territory in the workshop.

Following a Five-Step Process

This is all great, but what about the integrated set of tools and processes specifically designed to assist territory salespeople in the development of a territory-level business plan?

Business people can find business planning tools and templates to start an entire business from scratch, but very little has been developed to help a salesperson do exactly the same thing at a territory level. Following is an overview of the five steps of the process, and some of the questions that a territory salesperson should answer in each step.

K&R Negotiations
4 Island Hill Avenue
Ridgefield, CT 06877
Phone: +1-203-431-7693

Step 1: Analysis –
Any good territory business plan should start with an analysis of last year's business. A salesperson should be provided with the facts about their business on a regular basis so that they understand the characteristics of their territory in several different categories:

- Customer segmentation – Who are my best and worst customers? What do they buy and how much? What are my average order sizes?
- Product/line analysis – What products or lines sell the most? Which products or lines have the most customers and who generates the most orders? What are their average order sizes?
- Channel analysis – Where are my sales coming from? What percent of my business comes from field orders, telephone orders, trade shows, and other orders taken by channel partners?
- Prospect analysis – Which are my top prospects? How many prospective new customers do I have?

Step 2: Goal Setting –
Based upon my incomes objectives and the facts about my territory, what are my productivity and activity goals for this next quarter? This year? How much growth can I count on from existing customers, how much growth can I count on from existing customers, and how much new business do I have to write to hit my goals? What are the key sales statistics or "metrics" that I can tract proactively to ensure that I make the money that I want to make this year?

Step 3: Strategy –
In addition to the normal course of business in my territory, what two or three specific growth strategies can I focus on to maximize my opportunities for success? What types or categories of customers represent my best opportunity for growth? What products or lines would they most likely purchase? What will I do new or different to change their buying behavior?

Step 4: Tactics –
What specific accounts should I target based upon my growth strategies? How will I plan and prepare for sales calls with my target customers? What sales techniques and methodologies will I use to maximize my effectiveness on those calls? Where are my targeted accounts? How often and when exactly do I plan on calling them?

Step 5: Execution and Follow Up –
How do I motivate my team to meet their activity goals every day? How will I track the key sales metrics and sales results against the goals they have set? How often will I review key metrics and results with my sales team?

K&R will guide and facilitate your planning process to ensure that you have considered all the factors which will enable your success.

About K&R Negotiation

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.

K&R Negotiations
4 Island Hill Avenue
Ridgefield, CT 06877
Phone: +1-203-431-7693