TERRITORY MANAGEMENT

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This section will provide steps to take on how to manage either a New Business territory or an Account Management territory.

It doesn't really make much difference.

Lots of work should be done on slides 3 and 4

TERRITORY MANAGEMENT

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So often in my career I have heard the following:

- 'This is really poor territory'
- I have no opportunities to grow it and beat my target
- I don't like it – there are no big opportunities on the territory
- It is unfair – everybody else has more opportunity than me

Whatever you may think – there is always opportunity to beat your target .... Every time!

TERRITORY MANAGEMENT

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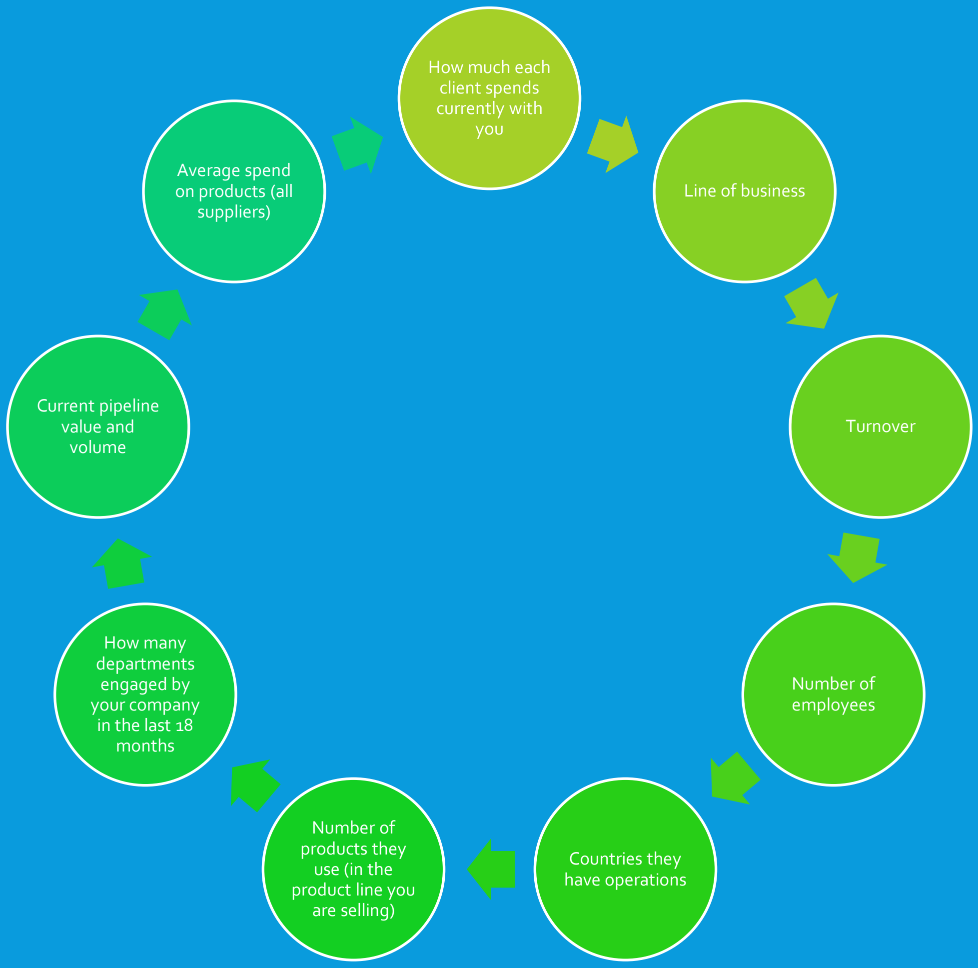

A possible way to look at your portfolio / prospect base

- Get started by mapping the information on the left.
- Add more lines if necessary.
- You start to build a picture.
- Map your portfolio / opportunity list.
- Then map the opportunities for sales in your company (incl. those not on your territory) against those categories.
- This will show you how many potential targets you should have.

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a
- Who had the portfolio before you?
- What did the customers / prospects think of this individual?
- What relationships were made?

b
- What do the customers / prospects need / want?
- What are they getting currently?
- Who is supplying them?

c
- Who talks to them about what is happening in their industry?
- Who updates them on what is changing?
- Are they aware of your value proposition?

d
- How hard did the previous territory manager work?
- What follow-up was done?
- What next for each company?

- There is always opportunity in every portfolio.
- Some easier to access than others.
- But real skill will uncover it.
- Whoever manages the opportunity will have to figure it out.

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- The above exercises will provide a good analysis of where to focus.
- Pick 10-20 Companies to focus on first.