LeanData

8 Steps to Create & Execute a Winning Sales Territory Plan

A Sales Territory Plan is a dynamic, workable plan that organizes and empowers a Sales team to target the right prospects and customers, and develop goals for predictable revenue growth over time.

Sales territories are no longer necessarily created by geographic location, as company size, industry, need and other variables factor into consideration.

Benefits of Sales Territory Planning

- Strategic Targeting
- Customer Experience
- Match best reps to accounts
- More Time Spent Selling

64% of organizations feel they are either

Ineffective	31%	33%	Somewhat effective

(Sales Management Association)

8 Steps to Create & Execute a Winning Sales Territory Plan

1 Formalize growth goals and objectives

Only **15%** of small business owners have recorded their full plans in the past year, while 27% failed to document any of their business strategy (Clutch, 2020)

2 Define Ideal Customer Profile (ICP) and Acceptable Customer Profile (ACP)

85% of the businesses believe they're offering personalized experiences; but, only 60% of consumers believe that's the case (Twilio Segment Report)

3 Determine Total Addressable Market (TAM)

3 methods to calculate TAM:
1. Top-down, using industry research and reports
2. Bottom-up, using data from early selling efforts
3. Value theory based on assumptions about customers' willingness to pay

4 Conduct a SWOT analysis

Identify key success factors by analyzing the 3 Cs

Company **Customers** **Competition**

5 Define sales territories and responsibilities

- Map where current customers are located and the revenue received from each
- Examine the time requirements for both reps and prospects/customers
- Assess strengths and weaknesses of the sales team
- Create territories with an eye toward equity (quantity and quality of accounts) and balanced workload

6 Develop metrics and reporting dashboard

8% increase in sales objective achievement from companies that effectively measure key territory data (Sales Management Association)

Use data to determine needed improvements in territory design, balance and travel efficiency, as well as prioritizing current and potential customers

7 Create action plan and execute

53% of organizations make decisions using the criteria of "doing things the way they've always been done" or by "gut instinct" (Xactly State of Global Enterprise Sales Performance)

8 Track, measure, analyze and continuously improve

Continuously tracking performance allows the identification of potential issues before it's too late to adjust

Get Started Today: Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Automated Scheduling, Matching, Routing and Engagement, or visit us on AppExchange.

Request Demo

LeanData