

Territory Management



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Covering a large territory is challenging. There are only so many hours in the day. What do top territory sales reps do differently to effectively cover their account base? What kind of activities should a sales rep focus on to yield higher sales productivity?



This intensive half-day instructor led session will show sales reps how to prospect and generate demand in a territory sales position.



Why Partners Should Attend

- √ Achieve higher sales productivity.
- √ Find more opportunities.
- √ Create budget in the account base.
- √ Gain better control of sales results.
- √ Improve forecast accuracy.

Course Objectives

- √ Manage time to focus on profitable opportunities.
- √ Build an activity model to meet sales goals.
- √ Improve prospecting results.
- √ Research the territory to avoid wasting time chasing dead-ends.
- √ Establish an ecosystem to expand market coverage.

Course Content

- √ The 9 critical activities for a territory rep.
- √ 3 secrets to successful cold calling.
- √ How to build a relationship quickly with new prospects and uncover the information needed to be successful.
- √ How to prioritize activities for the best return on a reps valuable time.
- √ How to qualify opportunities quickly and effectively.
- √ Non-traditional partnerships for top results.
- √ 15 great sources for research and how to use them!
- √ How to create demand within the territory.
- √ Interactive exercises to put concepts into action.

Who should attend?

- ⇒ Sales Representatives.
- ⇒ Sales Managers.
- ⇒ Pre-requisites: introductory sales experience.

The Instructor

- ⇒ Warren Belkin, industry veteran with over 20 years experience in the tech marketplace.
- ⇒ Top Cisco Global Account Manager in 1999 with \$31M in sales.
- ⇒ Ex-Cisco Regional Manager. Top 20% region delivering \$82M in sales with 7 reps.

Ask About Our
Combined
STEP® Program

**For information, please call 203-366-1500 or
email info@sales-group.com**