



OVERVIEW

This engaging two-day program is designed to give participants an opportunity to assess where they are at with time and territory management currently and provides them with information, tools and practices that will allow them to be more successful.

By the end of this workshop participants will be able to:

- Identify the components of a territory plan
- Articulate the activities that need to change in order to drive strategy
- Describe the five windows of territory planning
- Articulate the rationale for segmenting customers
- Use a tool to assess our relationships with customers
- Apply a referral asking strategy to an existing customer
- Identify strategies that will enable us to call higher
- Describe the qualities of a good prospect
- Define the three different types of competitive positions
- Define key market forces that can impact our business
- List the key factors when assessing an opportunity
- Identify the best practices for time management

PROGRAM FLOW: KEY CONTENT AREAS

Day One

Welcome

- Introduction
- Learning objectives

Strategy

- Current state, future state
- Stop, start, continue
- Strategy, sales plan, territory plan, account plan
- Activity: Mike's Mowers

Five Windows of Territory Planning

- Your Offering
- Market Dynamics
- Desired Customers
- Targeted Prospects
- Competitive Position

Desired Customers

- Customer segmentation process

Relationships Analysis

- Relationship pyramid

Selling to the Senior Level

- Gaining access
- Barriers
- The conversation gap
- Profit, people, process, product
- Be great, be brief, be gone

Targeting Prospects

- Obstacles
- Benefits
- Research
- Creating a positive image

Referrals

- Importance
- Challenges
- Research
- Asking for referrals

Day One Close

Day Two

Gallery Walk

Competition

- Champion, Challenger, Contestants

Market Dynamics

- Numbers You Should Know
- The Probability Pentagon

Pipeline Management

- Forecast errors and counter strategies

Priority Setting

- Time management check
- Rotter's Continuum
- Activity: Billy's Homework

Importance and Urgency

- Activity: Blue Chips

Workshop Close