



TERRITORY MANAGEMENT TRAINING COURSE

"The art of sales lies in building relationships, not territories." - Anonymous

This training course on Territory Sales Management will provide you with essential skills to effectively manage a sales territory. You'll learn how to create and implement an effective sales plan, and gain an understanding of the importance of research, customer relations and other important sales activities. You'll also explore various strategies for setting and achieving objectives, tracking and analyzing performance data, and handling customer relationships. At the end of the course, you will have the practical knowledge and tools to help increase your sales effectiveness.

Key Course Content:

- Plan and prepare for your day everyday.
- Deliver better service levels to more profitable customers.
- Identify and overcome the conflicts that occur in dynamic sales teams.
- Understand different customer personality styles.
- Use project management methods to break down major tasks into achievable ones.
- Achieve sales effectiveness by using natural energy levels throughout each day.
- Manage constant phone calls and interruptions whilst on the road.
- Set up your car to be like a mobile office instead of a place of burial for old brochures.
- Keep an active record of promises and customer expectations.



Target Audience:

The course can be tailored for the specific cohort whether it be the leadership team, another group of managers/team leaders or employees.



Duration:

This course is available as a 1-day course or a truncated half-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.