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Welcome back to "Sales Sagacity"!

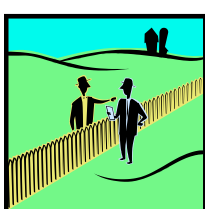


The fall is a good time to *fine tune* territory alignment for that *end of year push*. However, **practical advice on how to approach territory alignment** can sometimes be hard to come by; something I hope to solve in this month's issue of *Sales Sagacity*!

Thanks for your continued interest!

Ron Visocchi
Managing Partner and *Sales Sage*

Practical Advice on Territory Alignment



Some years ago, I had arrived in Omaha, Nebraska late one evening from Boston. I was part of a three person sales team planning to do a demo the next day. As we entered the hotel dining room, we met another sales team from *our own* company. **Six people from the same company planning to visit a different prospect in the same city to sell the same product;** not an *ideal* example of territory alignment!

Territory structures can have a significant impact on everything from sales morale to performance and expenses. Yet, as a sales manager, I found very little practical information on the subject.

The topic is a comprehensive one, but here are a few **basic approaches and tips** that have proven to be sound, *practical advice*:

- ❖ First, **review and analyze current territory data and structures.**
 - ✓ Many of us inherited territory structures; that's why it's important to **gather detailed, relevant data concerning customers and prospects.** You'll also need to understand:
 - What were the objectives for the current territories?
 - What have been the results to date?
 - What's changed; market, products, competition?
 - ✓ Make sure to **consider separate company divisions that may be hiding under a big, corporate name.** If it's a global company, be sure to **assign one person who is ultimately accountable.**
- ❖ Second, **focus resources and coverage** on the *best* sales potential.
 - ✓ That sounds pretty basic, but **it requires that you first understand your target market and ideal profile account.** It further assumes that you have **clearly established** (or updated) **sales objectives.**
 - ✓ It's **best to focus on fewer, higher profit accounts.** *Pinging the world* doesn't translate into reliable results.
 - ✓ If you have a channel strategy in place, **align direct, indirect and channel sales resources to fulfill strategic goals with the least amount of overlap.**
- ❖ Third, **balance sales potential across each territory.**
 - ✓ The objective here is to **create fair, balanced and lucrative territories.** Revenue considerations are important, but **be sure to consider market share and penetration** when sizing territories.
 - ✓ Work to **minimize travel time and expenses** as you **maximize sales coverage;** *try to avoid having six people in Omaha!*
 - ✓ **Solicit input to verify revenue potential and to infuse a sense of fairness** before finalizing your plan.
- ❖ Finally, **communicate and implement the new structure.**
 - ✓ It's important to **make adjustments based on credible feedback** and then **communicate all changes to the entire sales team.**
 - ✓ **Stress the sales potential and equality** of the new structure.
 - ✓ Make sure that you **review and adjust** (as necessary) **quotas and compensation plans** to reflect any territory changes.

Take the time to **thoroughly work through the process.** In the long run, it will save money, improve sales motivation and **stimulate sales growth!**

Sales Tip of the Month

- ✓ **Good territory planning should include allowances for attrition and promotions.** When possible, start *grooming* internal candidates for future advancement; it's a great way to **develop a bench through career growth.**

Join Me October 9th at the Newton Marriott

I'll be speaking at the next My Referral networking breakfast on "**Leveraging the Basics to Attain Extraordinary Results**". [Sign up now](http://www.myreferral.info) at www.myreferral.info for a great breakfast and a truly unique networking event.

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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