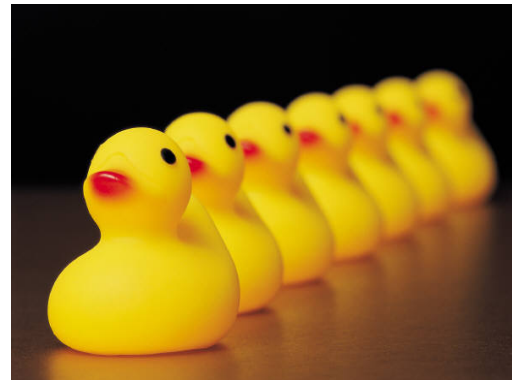


**Program Objectives:**

The Territory Planning workshops is designed to develop a cohesive strategic business plan for the territory or sales group. The process involves aligning the various processes in the territory including sales, marketing, partners/channels, etc.

This workshop focuses on a discrete or separate area or business within an organization.



**Target Audience:**

The target audience for Territory Planning workshops include the key stakeholders involved in the development and implementation of a Territory Business Plan (e.g. Sales Manager/Territory manager, Key Account Managers, technical support resources, project managers, product managers, industry and subject matter experts, etc.)

**Territory Planning Outcomes:**

- ✓ Develop a Territory Business Plan
- ✓ Identify the Business Objectives, Targets, Strategies and Priorities
- ✓ Develop a clear Route-to-Market (RTM) strategy.
- ✓ Develop a territory sales coverage plan.
- ✓ Develop a market support plan.
- ✓ Develop a channel strategy.
- ✓ Develop a resourcing and win plan.

**Workshop Approach:**

The Territory Planning workshops involve a disciplined methodology including:



The team will be stepped through a structured process of developing a cohesive strategic territory plan.

The approach includes templates and processes to capture the sales, marketing, R-T-M and channel strategies to achieve the territory targets and objectives.

**Workshop Prerequisites:** To be discussed and agreed prior to the workshop with the Territory Manager/Management Team.

**Program Duration:** One day.

**Location:** The clinic may be run on or off site, as required.

**Price:** Available on request