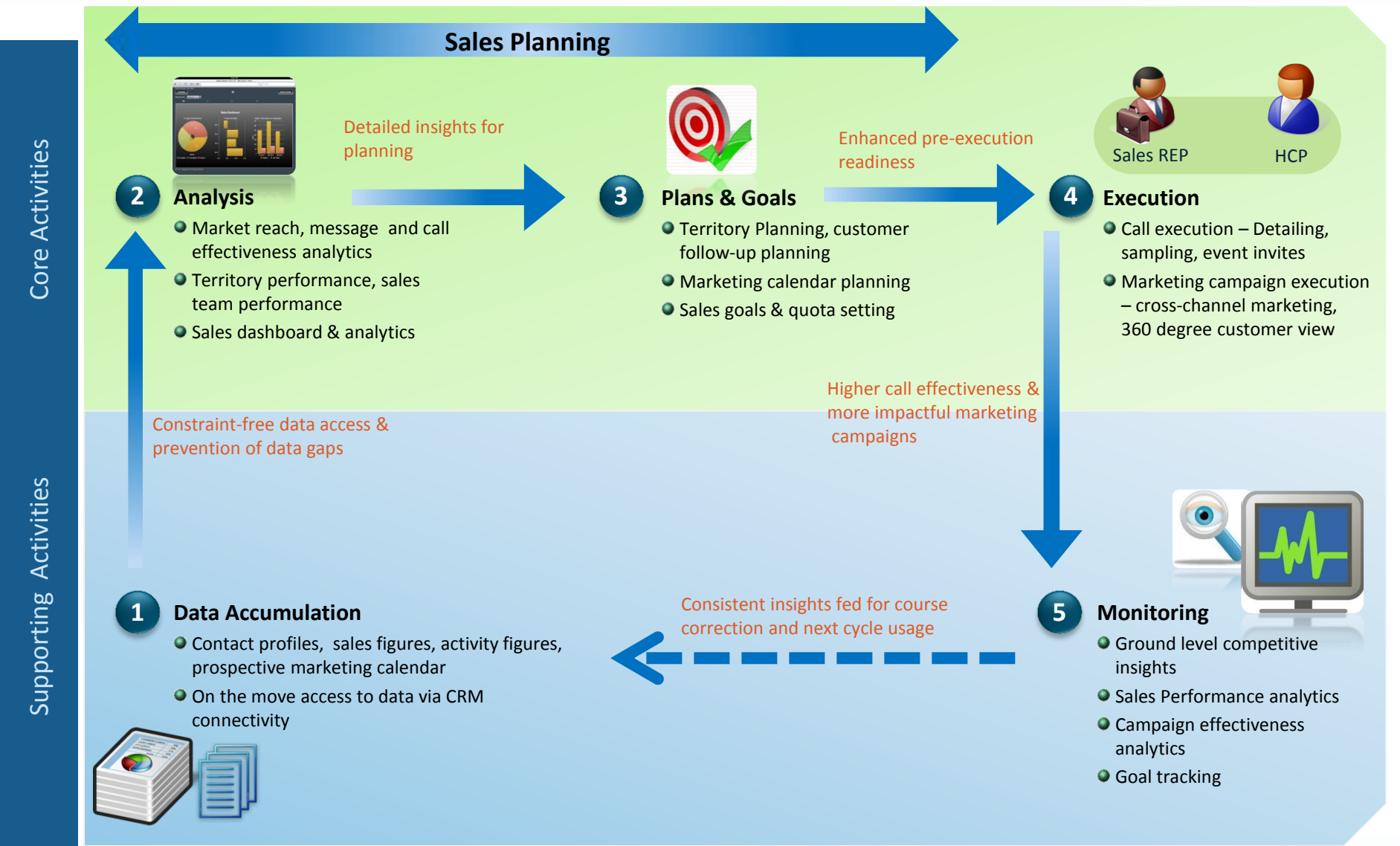


## Mobility impact on sales processes

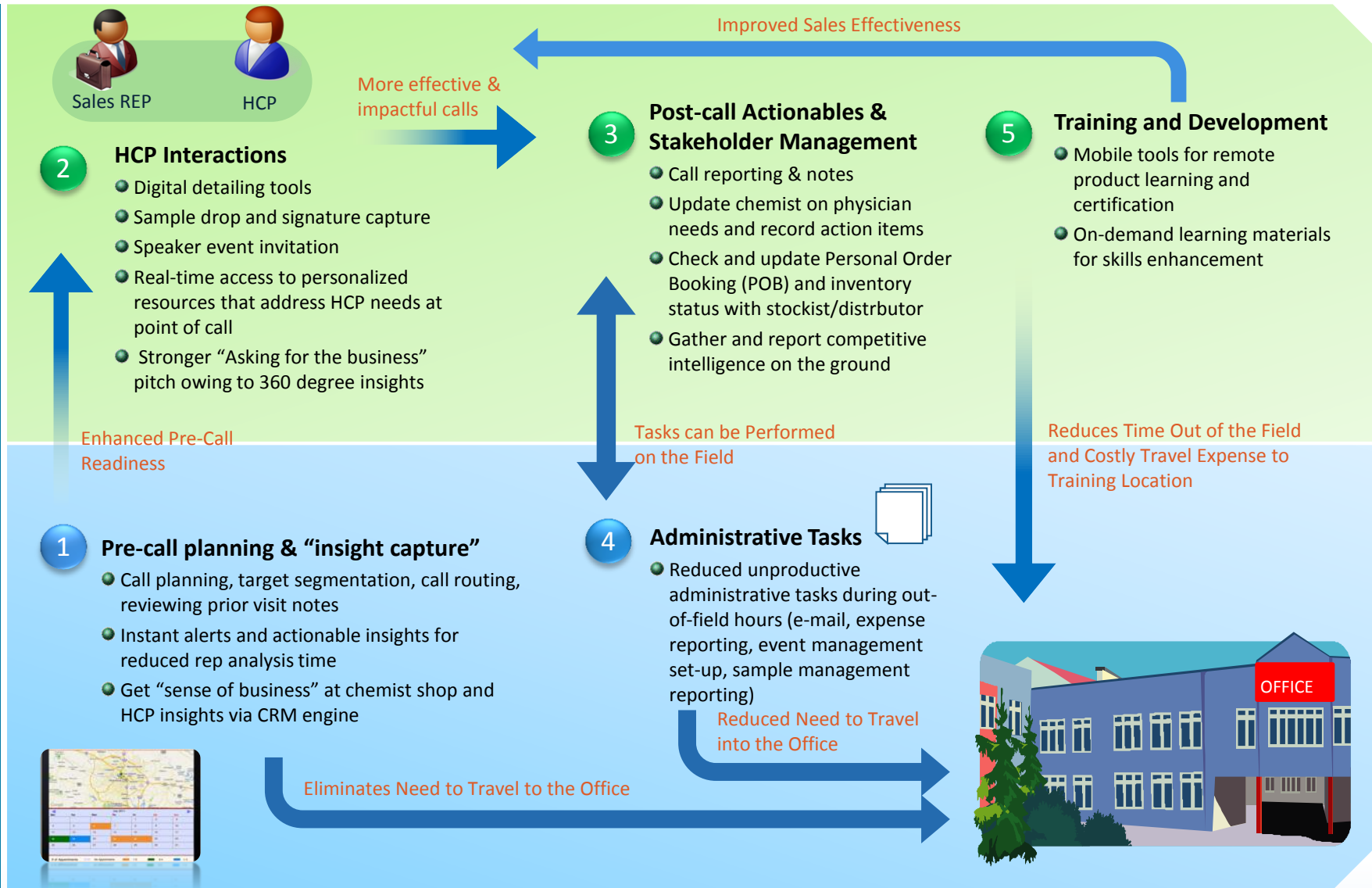
# “Quarter in the Life” of a Sales Team – Key Use cases



# "Mobility Day in the Life" of a Sales Rep in APAC – Key Use cases

Sales Force Effectiveness

Back-Office Efficiencies



# Area Business Planning & Monitoring Process



# Appendix

**Territory** - The land area in which a company operates and which a sales executive/rep is responsible for.

**Levers of Territory Management** – Planning, Organizing, Executing & Monitoring

## **Elements of Territory Planning**

- a. setting objectives
- b. identifying resources and
- c. devising strategies

**Sales Territory** - Comprises of a number of present and potential customers located within a given geographical area and assigned to a salesperson or an intermediary

## **Reasons for Establishing Sales Territories**

- a. Achievement of company's sales and marketing objectives**
- b. Ensure better coverage** - Appropriate emphasis on more or less profitable customers
- c. Reduced selling costs** - No overlap in coverage; single rep accountability for customers
- d. Improved customer service** - Single rep accountability for customer service
- e. More accurate evaluation of performance**

## What Elements Determine A Territory?

- a. Present and potential customers and consumer;
- b. Geography;
- c. Competitors' activity;
- d. Reps responsible for the territory
- e. General economic situation of the area.

## Best practices for Territory Design

- a. **Area should have sufficient potential**
- b. **Area should be of reasonable size** – To reduce a salesperson's travelling time.
- c. **Adequate coverage** - is the salesperson able to service all accounts and able to meet new prospects?
- d. **Minimum impediments** - try to set territories such that rivers, mountains, railroads, etc. set the borders of territories rather than run through the middle.

## KPIs of Good Territory Design

- a. Improved customer coverage
- b. Reduction travel time and selling costs
- c. Provision of more equitable rewards
- d. Aids evaluation of sales force
- e. Sales increase
- f. Increase in morale

## What Are the Elements of Territory Action Plans?

- a. **Analyze your customers** - classify them and keep the classification up-to-date
- b. **Define your objectives by customer** - break down overall objectives by customers and decide how to allocate your time among them to reach these objectives.
- c. **Allocate territory time**
- d. **Plan your calls** - What kind of information do you need to plan your calls?
- e. **Schedule your calls**
- f. **Plan your route** - Effective routing is based upon two elements: scheduling and frequency
- g. **Evaluate your plan** -Evaluation of a territory plan means to determine how effective it has been

## Building Territory Strategies

- a. Maintain existing account – cash cow
- b. Grow existing account
- c. Acquire new accounts



# Planning & Monitoring Elements

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- **Marketing**

- Marketing Activity
  - Brand Wise
- Calendar Events

- **Reps**

- Sales Target
- Effectiveness
- Potential
- Activity
- Capabilities
- Achievement
- People Development Plan

- **Territory**

- Performance
- Priority/Ranking

- **Customer**

- Sales
- Marketing Activity Plan
- Educational Support Plan
- Action Plan
- Execution Follow up

- **Context**

- Previous Quarter Observation
  - District performance
  - Brandperformance
  - Rep performance
  - Targeting effectiveness
  - Targets
  - Objectives
- Target & KPIs
- Brand Plan (Messaging)
- Selling environment (KOL, Regulations)
- Competitors
- Team