



# TIME AND TERRITORY MANAGEMENT

*Measurable and improved results through skills transfer,  
practical application and ongoing development.*

## PROGRAM OUTLINE

We all have the same amount of time, yet some use time whilst others merely dispose of it. Whilst the primary objective of salespeople is to sell profitably, they are responsible for the management of many resources to enable them to reach agreed objectives.

### Intention

To apply good business practises to increase effectiveness, efficiency and productivity; to work smarter in the time available.

Benefits include the ability to:

- Determine where best to spend time for the most profitable returns
- Analyse the territory for potential and probable outcomes
- Establish a priority on accounts and determine call frequency
- Construct a plan to exploit the territory to gain maximum results
- Set business objectives for returns expected
- Recognise own worth against sales to be made
- Set goals against expected activities

**Program Duration:** 1 Day.

### Program Content Outline

- Sales days available
- The sales cycle and lead times
- Scoping and planning my territory, do I know the potential?
- Business development of my territory
- Input activities, their ratios and measurement
- Allocating calls for maximum return
- Establishing S.M.A.R.T. objectives
- Time to be spent on a sale
- ROTI - return on time invested
- Ways to maximise selling time
- The A, B, C's of my territory
- Prioritising and concentrating on the important accounts
- Sales plan and platform
- Recognising and managing time wasters
- Being proactive, not reactive

### Commitment

- What have I learnt? What will I apply? When will I review?
- My business and action plan to develop my territory
- Course evaluation
- Certificate of completion

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