



BUSINESS & SALES DEVELOPMENT

Platforms for Time & Territory Management

Intention

We all know that “Failure to plan, is planning for failure”. Thus, the more you know about your sales territory, the more you can develop and exploit its potential. The more you can rank customers and prioritise activities the more effective you are at managing yourself and achieving the right results. Most salespeople can be busy, but are they productive? Outcomes include:

- Calculating the worth of a customer and their present and future return
- Identifying the potential of the territory and ways to exploit it
- Efficient and effective time management
- Planning the territory for maximum effect

Duration: 1 day

Module 1: Business Development

The best way to develop and grow your business is for customers to telephone or visit, demanding to buy from us. However, this tends not to happen so we have to go out and find and develop business.

Business development is a numbers game. The more people and businesses contacted, the more opportunities are created. The more opportunities created, then the more chance of success.

- Marketing and sales differentials
- Understanding my market
- Scoping and determining the market potential
- Segmenting my market
- Ways to evaluate opportunities and develop the business
- The sales cycle and activity ratios
- Sales forecasting
- Plans to achieve success

Module 2: Managing Time and Territory

We all have the same amount of time, yet some use time whilst others merely dispose of it. You are responsible for the management of many resources to enable you to reach your objectives. We apply good business practices to increase effectiveness, efficiency and productivity; to work smarter, not harder.

- Sales days available
- Time to be spent on a sale
- ROTI - return on time invested
- Ways to maximise selling time
- Concentrating on the important accounts, the A, B & Cs
- Sales plan and platform
- Planning and managing activities for best results

Module 3: My action plan

The theory is fine and underpins those business development and management skills. But unless action points are written down and agreed to, then little happens and we revert to old habits. Participants are encouraged to name an individual to whom they will present their actions to develop and manage the territory.

- What plans have I detailed and who will be involved?
- When will I implement and monitor my action points?
- What will be the success measurements?

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“Business is simple, it’s just not easy!”

