

A process for the development and management of a sales territory

Since change is a constant part of today's business world, the design and execution of a territory plan should be an integral part of any good salesperson's work. *Sigma Delta – Territory development* is designed to aid salespeople to face this challenge, providing a clear understanding of their territory, whether it is defined by geography, industry sector or of any other type, and then providing a methodology to elaborate a plan to penetrate the most profitable accounts. The seminar also includes tools to monitor and manage the plan and its completion.

Sigma Delta - Territory development is a seminar for experienced salespeople needing to sell more in their existing territory or starting to penetrate a new territory. The goal is to discover the best potential clients, understand what is the differential value that their company brings to those potential clients, establish adequate sales goals and develop a complete plan with the strategies, tactics and resources necessary to reach them. As soon as the plans are completed, it is necessary put in place a process which will allow it to be monitored and corrected, thereby keeping it alive and adjusted to reality.

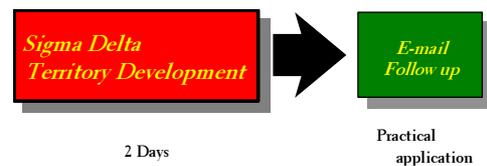
Participants will leave the seminar with a methodology that will help them to:

1. Understand their mission inside their territory.
2. Understand the differentiators of their products, services and their company and the value of those differentiators for their market and territory.
3. Establish appropriate goals for that market and territory.
4. Design an appropriate strategy to penetrate that territory, taking into account those companies or bodies that can facilitate that access.
5. Prepare a plan containing detailed tasks together with the necessary resources.
6. Establish a monitoring process that allows follow up and correction of the plan, guaranteeing a successful implementation and keeping it adapted to the circumstances of the market and territory.

Companies which implement *Sigma Delta - Territory development* obtain a clear process which guarantees that the seminar is not an isolated event, but forms part of the day-to-day sales processes, optimising the use of resources facilitating decision-making and ensuring an adequate return on the time and money invested.

Implementation.

The *Sigma Delta - Territory development* program is a series of workshops and practical applications to day-to-day situations. Participants acquire the basic knowledge and methodology during the initial two-day seminar. They then use their knowledge in their daily work aided in their application of the methodology by additional processes and documentation.



Program Content.

1. **Introduction** - The goal of this module is to create an adequate learning environment between the participants at the same time as we position the group and their individual needs.
2. **Differentiation** – What is their differentiation, what value does it hold for the client and for the partner? Participants learn to use the Value Map to understand and develop value for the clients and partners.
3. **Salesperson's mission** – The goal of this module is to develop an understanding of the expectations of the different stakeholders, clients, management, partners and the salespersons themselves.
4. **Goals** – What products and services are they selling at the moment? What products and services does the company want them to sell? What are the products and services that are most needed in their territory?
5. **Strategy** - What are the possible strategies to penetrate our territory? Which is the most appropriate for our territory and our present situation?
6. **The territory plan** – What should be done, when should it be done and what resources are needed to carry out the strategy and achieve the goals?
7. **Monitoring process** – The goal of this module is to establish a simple process to monitor and adjust the plan, guaranteeing a successful implementation and keeping it adapted to the circumstances of the market and territory.
8. **Implementation** - Establishes and agrees the next steps to be taken by *Sibelius'* client to successfully implement the methodology and the *Sigma Delta - Territory development* process.

Instructional Methodology.

The *Sigma Delta - Territory development* program uses:

- *Work on the real territories* to ensure a rapid application of the concepts introduced and give real value to the work carried out during the seminar.
- *Structured work groups and exercises* to reinforce the program concepts.
- *Verbal and written 'Feedback'* from different perspectives to give participants an unusual and valuable perspective of their *Sigma Delta - Territory development* plans.

Program delivery.

The *Sigma Delta - Territory development* is designed to be delivered by **Sibelius** instructors.

Participant Material.

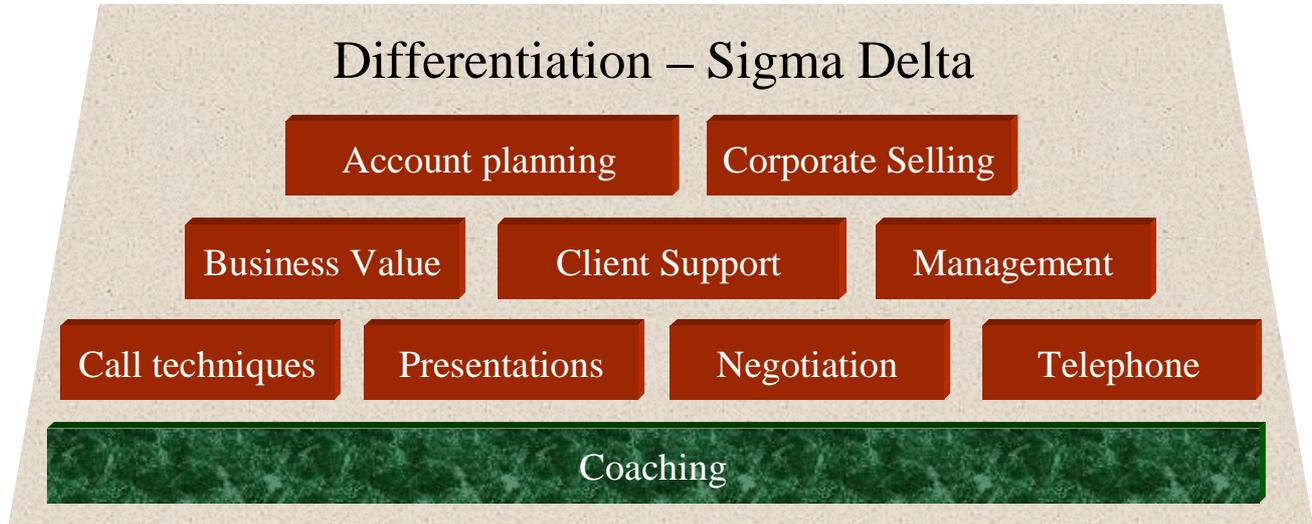
- Participant workbooks
- Laminated skill guide card
- *Sigma Delta - Territory development* plans
- Participant tent cards
- Practical case study materials
- Diplomas

Sibelius Consultoría de Ventas

Sibelius Consultoría de Ventas is a company specialised in the change process of sales organisations. Our clients, using our methodologies, carry out training processes carefully designed to achieve profound changes in their customer relationships. They never stop training... that is why they are successful.

The best coaches analyse their teams, know their strong and weak points, and establish improvement objectives. They elaborate specific action plans, individually and collectively, directed to meet those objectives. They program training sessions to improve strategies and game processes. After each game they analyse closely the plays, individually and as a team and provide advice, coaching and continuous motivation.

In the same way that the best coaches our processes study the entire sales cycle of our customers, together with the buying cycles of their customers, to discover the areas where improvements can be made in sales and in the relationships, achieving a constant improvement both in the sales teams and the results.



The programs that form part of the implementation processes of Sibelius are created by multinational companies dedicated to research, development and improvement of sales programs, covering all the needs that companies may have today to sell their products and services.

The effectiveness of **Sibelius'** processes is demonstrated by the results obtained by their clients, clearly superior to those obtained just by giving training courses.

If your company needs to improve sales and customer relationships, do not hesitate to contact us.