

Create An Active And Lucrative Territory Plan

By Renee Houston Zemanski

"It's so easy for salespeople to get wrapped up in the minutia of a specific deal or opportunity in their pipeline that they often lose sight of the larger picture," says Jeff Hoffman, founder and CEO of Basho Strategies, Inc., a unique sales training firm focusing on sales techniques. "A lot of salespeople do themselves a disservice by focusing all their efforts on how they're going to make that a first call, email or visit instead of planning how they're going to attack their territory on a global scale."

To attack a territory, Hoffman says, it's necessary to create a detailed, tactical territory plan - a roadmap to success - for your region. Hoffman offers the following guidelines for creating such a plan.

- 1. Define your product and your specific market.** Who are your customers? What departments are buying your products or services? Which departments are actually using them? How are customers using your product or services? Who's renewing or adding services? "Answering these types of questions will give you an intimate knowledge of your market, which will help you reap huge rewards when you start cold calling or following up on leads," says Hoffman.
- 2. Capture the current state of your business.** To establish a baseline, Hoffman suggests getting a current snapshot of your pipeline and knowing the quota and achievement history for a territory. "Have a sense of your company's sales stages and how many opportunities are living within each of those stages," says Hoffman. "You need to know how much of your time should be spent cold calling versus how much time should be spent pushing things already in progress over the goal line."
- 3. Define the specific activities and goals in your territory.** Beyond quota achievement and projections, focus on the demographics of your region and the sales stages that currently exist. Then ask yourself what activities you need to execute to affect those levers, says Hoffman.
- 4. Construct a step-by-step execution plan.** Align activities to specific goals. Develop a specific strategy for every activity and then prioritize those strategies. For example, you might have to raise the number of deals you have in trial or demo stages. To do this, you could offer each of the companies you have met with in the last six months a free trial in exchange for access to new groups in their organizations.
- 5. Create milestones.** Look beyond your quota achievement and base milestones to activity numbers, tracking, meetings and other indicators that will move you toward your goals.

For more information, visit <http://www.bashostrategies.com> or email info@bashostrategies.com.

60 Seconds: Align each one of your territory goals with a specific activity. Chart the date when you will accomplish each of these activities.

About Basho Strategies, Inc.

Basho Strategies provides a revolutionary approach to sales training for those organizations that desire immediate and measurable results. Through our exclusive pipeline management program, "The Seven Basho Strategies," we address the entire sales pipeline by concentrating on a series of powerful sales and sales management techniques that focus on self-reliance and tactical execution. Once employed, our clients enjoy the lasting impact of a unique training program that dramatically empowers their sales teams to take control of the sales process and achieve extraordinary sales results.

The headquarters for Basho Strategies, Inc. is located in Burlington, Massachusetts, with regional offices in San Francisco and London. For more information about Basho Strategies, please call (781) 685-4959 or visit us on the Web at www.bashostrategies.com.