



Territory Value Creation



The need to be able to create value and thus create new business in the commercial or SMB market space is vital for sales organisations to achieve their stretch goals in a highly contested sector. The great challenge for sales teams is how to adopt the Value Created approach without losing transactional business?

Effective Territory selling is not simply a matter of varying the call frequency; it is more to do with varying the context of the calling to create optimal relevance and to have an agile and flexible approach to selling. The workshop is highly interactive and is for the virtual sales team: sales people, pre-sales, inside sales, Partner managers and Marketing.

Territory Value Creation workshop

Territory Value Creation is a two day workshop which enables sales people to maximise the productivity of their entire territory. By linking Territory segmentation to the Sales Culture models it is possible to create a multiple engagement model which is scaleable. The workshop is designed to produce a measured output in live new revenue streams and facilitate the repeatable process.

It includes:

- Understanding the Sales Culture models
- Segmenting Customer sectors by Sales Culture approach
- Using multiple Sales Culture models
- Value Creation for Territory accounts
- Engaging the Partner ecosystem
- Value quantification for Customers
- Relationship creation based on value

It answers the following questions:

- How can we optimise the whole Territory?
- What is sector mentality in a Territory?
- When do we use the Partners?
- How can we leverage our brand?
- When do we sell products, solutions or B2B value?
- Who can make a decision on B2B value?
- What are the new revenue streams for us?