

CFAS2.7

Plan and manage sales territories



Overview

This unit covers the design of sales territories and the planning of the work of the sales team in those territories.

You will analyse the market, and appraise options for the definition of territories in order to establish the appropriate territory plan to optimise the sales effort.

You will also be expected to plan and resource the work of the sales team in those territories.

Senior Sales Managers and Key Customer Managers

CFAS2.7

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Performance criteria

- You must be able to:*
- P1 identify the key drivers for selecting or retaining a territory management approach for structuring sales team activities
 - P2 define suitable territories through investigation of the financial, economic and external marketing environments
 - P3 carry out a market assessment on a territory based on your organisation's own criteria, including external market information and sales forecasts
 - P4 assess the time and, human resources needed to cover a geographical territory and meet sales and profit targets
 - P5 evaluate the risks and benefits of defining new sales territories
 - P6 plan sales resource requirements based on information about number, size and location of customers
 - P7 set financial and sales activity targets for the sales team
 - P8 determine boundary lines for each sales territory
 - P9 assign sales team members territories by matching knowledge, abilities and
 - P10 how to undertake comparative studies and measures of territories to establish benchmarks for performance
 - P11 how to get the best response from a sales team in a territory

- You must be able to:*
- Industry/sector specific knowledge and understanding**
- P12 legal and regulatory aspects of territory management
 - P13 competitor activities relating to territory structures
 - P14 industry structure and geographic coverage

- You must be able to:*
- Context specific knowledge and understanding**
- P15 your organisation's sales strategies and plans
 - P16 your organisation's sales activity plans
 - P17 the geographical spread of your organisation's potential and existing customers
 - P18 your organisation's sales forecasts
 - P19 your organisation's sales targets
 - P20 other sales territories in your organisation
 - P21 your organisation's criteria for successful territories
 - P22 your organisation's performance management systems
 - P23 organisational performance management systems
 - P24 sales budgets
 - P25 available sales resources

CFAS2.7

Plan and manage sales territories

Knowledge and understanding

You need to know and understand:

- K1 the reasons why your organisation is establishing or changing sales territories
- K2 your organisation's market and customer segmentation strategies
- K3 how to undertake an investigation and evaluation of sales territories
- K4 how sales territories are established taking into account the size of the territory, how to define territories and economic support systems that may influence choice of territory boundaries
- K5 how to evaluate the potential turnover, profit and growth potential of a territory
- K6 how to assess resource requirements for a territory in terms of sales activities
- K7 why territory administration, information about potential and geography are important to territory planning
- K8 how to design sales territories in terms of size, location, number of customers, prospective accounts and number of contacts
- K9 how to monitor, evaluate and measure territory and individual sales performance
- K10 how to undertake comparative studies and measures of territories to establish benchmarks for performance
- K11 how to get the best response from a sales team in a territory

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Additional Information

Behaviours

1. you consult and work with others
2. you involve others in decisions relating to territories
3. you balance risks and benefits of changing sales territories
4. you communicate effectively with all sales team members
5. you encourage territory success
6. you show respect for all team members
7. you are realistic about the achievement of sales targets

CFAS2.7

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3542 Sales representatives
7113 Telephone salespersons
7129 Sales related occupations nec

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