

SALES TERRITORY AND TIME MANAGEMENT

“Optimize Your Territory, Maximize Productivity, and Boost Sales Performance.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

Efficient management of sales territories and time is essential for achieving sales targets, increasing productivity, and enhancing customer coverage. Sales professionals who strategically plan their territories and manage time effectively can focus on high-value activities, close more deals, and strengthen customer relationships.

The Sales Territory and Time Management course equips participants with practical tools, techniques, and strategies to optimize their sales territories, prioritize activities, and manage their time efficiently. Participants will learn to increase productivity, improve customer engagement, and maximize sales results.

Objectives

By the end of this course, participants will be able to:

- Understand the importance of effective territory management and time allocation.
- Segment and prioritize sales territories based on potential and strategic importance.
- Plan and schedule sales activities for maximum productivity.
- Analyze customer data to identify high-value prospects and opportunities.
- Apply techniques to reduce time wastage and focus on revenue-generating tasks.
- Develop personal and team-based time management strategies.
- Monitor performance and adjust territory plans dynamically.
- Balance sales workload while maintaining quality customer interactions.

Why Attend

Optimizing sales territories and managing time efficiently are critical to achieving targets and sustaining long-term success. This course provides hands-on learning, practical frameworks, and actionable strategies to enhance productivity, improve customer coverage, and maximize sales results

Target Audience

This course is suitable for:

- Sales Executives, Representatives, and Field Sales Professionals
- Sales Managers and Team Leaders
- Account Managers and Business Development Executives
- Marketing and Sales Support Staff
- Entrepreneurs managing sales operations
- Anyone responsible for planning and managing sales activities

Individual Benefits

- Gain practical skills in territory planning and prioritization.
- Improve time management and productivity in daily sales activities.
- Learn to focus on high-value customers and revenue-generating tasks.
- Enhance decision-making and strategic planning skills.
- Build confidence in managing multiple accounts and territories efficiently.
- Increase sales performance and professional credibility.

Organizational Benefits

- Increase overall sales productivity and territory coverage.
- Optimize resource allocation and sales team efficiency.
- Improve customer satisfaction and relationship management.
- Enhance alignment of sales activities with business objectives.
- Reduce wasted effort and increase ROI on sales activities.
- Build a structured approach for managing sales teams and territories.

Instructional Methodology

The training uses an interactive, practical approach through:

- Case studies of successful territory and time management strategies
- Hands-on exercises in territory mapping, segmentation, and prioritization
- Workshops on scheduling, planning, and time-blocking techniques
- Role-playing scenarios for customer engagement and account management
- Group discussions and peer feedback on planning and execution challenges
- Use of sales analytics tools and CRM for effective territory management
- Continuous coaching, Q&A sessions, and performance review exercises

Course Outline

- Module 1: Introduction to Sales Territory and Time Management
- Module 2: Analyzing Sales Territories and Customer Segmentation
- Module 3: Prioritization of Accounts and Opportunities
- Module 4: Planning and Scheduling Sales Activities
- Module 5: Time Management Techniques for Field Sales
- Module 6: Optimizing Customer Visits and Route Planning
- Module 7: Monitoring Performance and Adjusting Strategies
- Module 8: Leveraging CRM and Technology for Territory Management
- Module 9: Balancing Workload and Maintaining Service Quality
- Module 10: Capstone Project – Designing an Optimized Sales Territory Plan

Certification

Upon successful completion, participants will receive a Certificate in Sales Territory and Time Management, recognizing their ability to optimize sales territories, manage time efficiently, and achieve maximum sales performance.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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