



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Sales Territory Management

Course Specifications

Course Number: ELK88–987 | **Course Length:** 0.5 day(s)

Course Description

Course Objective: You will identify how to plan your daily tasks efficiently, manage your territory effectively, and maximize your business success.

Target Student: This course is intended for sales professionals with one to three years of experience.

Prerequisites: To ensure your success, we recommend you first take the following Element K courses or have equivalent knowledge:

- Basho Sales Training: Prospecting (Includes Simulation)
- Basho Sales Training: Generating Interest Through Sales Calls (Includes Simulation)
- Basho Sales Training: Conducting a Sales Meeting (Includes Simulation)
- Basho Sales Training: Bargaining with Clients (Includes Simulation)
- Basho Sales Training: Closing a Sales Call (Includes Simulation)

Hardware Requirements

If you wish to use the overheads provided on the interactive CD-ROM, you will need to set up a computer for yourself. If time allows and you wish to use the business simulations provided on the CD-ROM in the classroom, you will need to set up a computer for each student participating in the class.

- A Pentium® III with 500 MHz (or better), or Macintosh® Intel-based or PowerPC G4 (or better) processor.
- At least 512 MB of RAM.
- A monitor capable of 1024 x 768 screen resolution and 32-bit color display.

Course Objectives

Upon successful completion of this course, students will be able to:

- Identify key customer, prospect, and business climate information, along with methods for gathering and managing the data they track for their sales territories.
- Consider the importance of annual planning, and devise a plan for working with current customers and fielding prospects. They will also consider ways to check their progress throughout the year. Finally, they will use some guidelines to planning their weekly and daily tasks to meet their big-picture sales goals.
- Consider customer rankings and the status of accounts, identify and rank prospect potential, and balance their time between customers and prospects as they manage their territories to meet their quota and goals.

Software Requirements

Each computer requires the following software:

- Microsoft® Windows® 7, Windows Vista®, Windows® XP (Professional or Home Edition), Windows 2000, or Apple® Mac OS® X 10.4 (or higher).
- Microsoft® Internet Explorer® 7 (or higher), Mozilla® Firefox® 2 (or higher), or Apple® Safari® 2 (or higher), with pop-up blocking turned off.

Adobe® Flash® Player 8 (current version recommended).

Course Content

Lesson 1: Understanding Your Territory

Topic 1A: Research Your Territory

Topic 1B: Assess the Business Climate

Topic 1C: Identify Prospects

Lesson 2: Organizing Your Time

Topic 2A: Create an Annual Plan

Topic 2B: Adjust Your Plan

Topic 2C: Prioritize Your Tasks

Lesson 3: Developing a Territory Plan

Topic 3A: Analyze Accounts and Prospects

Topic 3B: Classify and Prioritize Accounts

Topic 3C: Allocate Time

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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EBOOKS AND ONLINE TRAINING

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Excel Intermediate 2013 [Ebook](#), workbooks, and solutions.
Excel Advanced 2013 [Ebook](#), workbooks, and solutions.
Excel comprehensive online courses, email for more details.



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