

TERRITORY GROWTH PLAYBOOK

"One day Alice came to a fork in the road and saw a Cheshire cat in a tree 'Which road do I take?' she asked.

The cat's response was a question: 'Where do you want to go?'

'I don't know,' Alice answered.

'Then,' said the cat, 'it doesn't matter.'"

- Lewis Carroll,
Alice in Wonderland

"Planning is bringing the future into the present so that you can do something about it now."

- Alan Laiken, Author



Do each of your salespeople have a well-defined Playbook for their Territory?

Is it producing the business results you need?

Does your sales force perceive the process as a "control" or "help" activity?

Clearly, these are questions sales leaders consider when examining their methods and determining where to focus effort. If you are looking for a way to *dramatically* impact the performance of your sales teams, using a proven methodology to build momentum and accountability, we can help.

WHAT IS TERRITORY GROWTH PLAYBOOK?

Territory Growth Playbook is a dynamic, high-impact methodology to examine the performance of each sales territory, and agree on strategies that are essential in accomplishing territory and company goals. Specifically:

- It is a process to engage the salesperson to *think* critically about their business, about the opportunities in play, and about the behaviors, practices, and support needed to exceed performance.
- It is a process to determine where to invest time and effort.
- It is a process to explore ideas, and seek advice from others.
- It is a process to create leverage and accountability to an action plan and playbook that reflects your organization's commitment to growth.

HOW IT WORKS

STEP 1 - DESIGN

We begin by leading a work team of your top sales managers and salespeople to clearly articulate what excellence looks like in an individual territory, both quantitatively and qualitatively. Using Sales Effectiveness Incorporated's proven best practices models and planning framework as a guide, the work team shapes your excellence criteria into a series of diagnostic templates. When completed, these templates highlight a territory's results across multiple variables, and crystallize a salesperson's direction for the year.

STEP 2 - LAUNCH

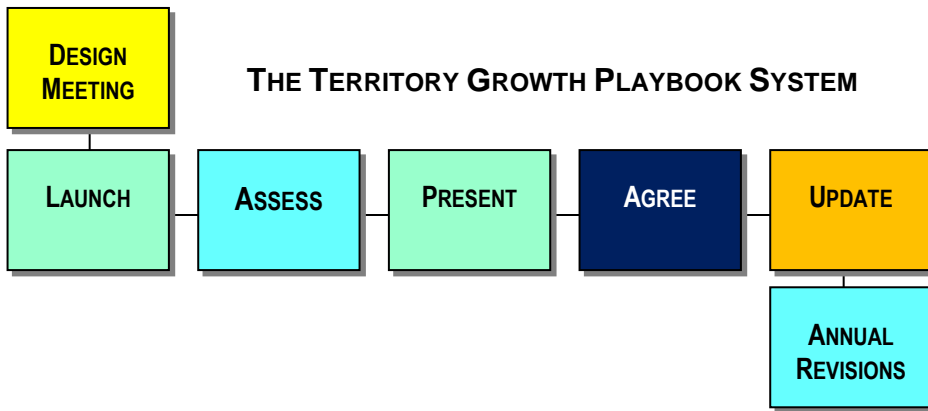
Sales Effectiveness Inc. then creates complete rollout kits to use in the launch. We launch the process in a spirited three-four hour event with your sales force. Salespeople are encouraged to see themselves as entrepreneurs, making deliberate decisions on the investment of their efforts and their time. This launch process is intended to secure buy-in, clearly explain how the process works, and address all open questions. The launch is positive and formal, yet relaxed in tone.

STEP 3 - ASSESS

The salesperson now assesses the performance of the territory by completing the templates and answering critical diagnostic questions about the period just completed, and the strategies / initiatives needed for the New Year or for the balance of the year.

STEP 4 - PRESENT

Each salesperson presents the results of the territory analysis and growth playbook for the upcoming period to a subset of their peers. The sales team acts as peer coaches, to encourage the salesperson where appropriate, and to exchange best ideas on how to achieve the defined goals.



STEP 5 - AGREE

At the conclusion of the process, each sales manager meets with each salesperson to finalize goals and strategies for the period, considering the discussions and insights learned from the presentation.

STEP 6 - UPDATE

On a bi-monthly or quarterly basis, each salesperson reviews and updates playbook activities, based on progress and coaching with the manager. This ensures relevancy and adaptability as the year unfolds.

STEP 7 - ANNUAL REVISIONS

Sales Effectiveness Inc. will meet with best-in-class Sales Managers once each year (typically November) to fine-tune the overall process and issue the revised templates for the New Year in alignment with new directions and strategies.

BENEFITS

The Territory Growth Playbook process creates a consistent method for salespeople to examine their territories and prepare an agreed-upon road map for the year. These tactical growth playbooks now drive the sales manager's priorities with the sales team. This process establishes accountability and awareness by each salesperson on where growth opportunities exist, and where behavior changes and creative strategies can produce improved sales results. Other benefits include:

BENEFITS TO YOUR ORGANIZATION

- Maximizes revenue and identifies opportunities for growth.
- Creates a best practices territory playbook, exclusively tailored to your organization.
- Promotes and builds a positive learning forum for each sales team.
- Helps marketing identify resources and the help needed to achieve objectives.
- Promotes professionalism and superior levels of customer satisfaction.
- Helps sales managers become more pro-active coaches.

BENEFITS TO YOUR SALESPEOPLE AND YOUR SALES TEAMS

- Maximizes income, production, and personal growth.
- Engages the team to act as peer coaches. Team presentations increase the likelihood of people achieving their objectives by challenging colleagues to hold each other accountable for team results.
- Provides focus.
- Motivates behavior change needed to achieve goals.

WHAT PEOPLE ARE SAYING

"The Territory Growth Playbook process was excellent. It provided me with a wealth of knowledge in great detail about each territory in our market."

"There was a lot of good feedback – the presentations process was very very positive. We were into it. We pulled out goals. We did it in a team-meeting atmosphere. Another thing – we easily identified who is not on the bandwagon....we can help that person. The feedback and learning is that good."

"The Sales Managers and salespeople now have a plan to achieve their goals, which they may not have had in the past. This process is money well spent."

WHY SALES EFFECTIVENESS INC.?

TRACK RECORD – Extensive territory sales and sales management track record.

SPEED – Our ability to crystallize and gain consensus quickly on best practices is unequalled.

PROCESS FOCUSED - Belief in process improvement as a critical factor in improving productivity, performance, and customer value.

COMMITMENT TO EXCELLENCE - A belief in doing superior practical work, aligned to your business objectives.

