



Time & Territory Management

Why Time & Territory Management?

-- *because time and territory are fixed resources. What your people do within their time and territory makes all the difference.*

The Challenge: Enabling Your Sales Professionals to Accomplish More with Existing Resources

Growth is every sales organization's objective, but not at any cost. Market leaders across numerous industries are working to leverage existing resources-to produce more sales, stronger long-term client relationships, and more profitable sales *within existing time, territory assignments, and staff resources*. Before adding the expense of additional staff or higher incentives, they are finding ways to enable existing sales professionals to get more out of each day, to manage larger territories more effectively, to leverage themselves in ways that deliver more to the company's bottom line. *Are you?*

Target Population

New and Experienced Sales Professionals and Supervisors

Length

One day

Course Outcomes

This intensive program breaks the focus on traditional time management tools and scheduling aids, concentrating instead on managing *activity* rather than time. A critical pre-seminar exercise has participants log their actual activities over a three-day work period, then takes them through exercises which link those activities to company mission, the mission of their own job, and to their personal values before identifying which activities are *most important* in the service of those missions and values, and which are most *urgent*. At the end of the day, participants will have:

- assessed their current time-management capabilities, strengths and improvement opportunities;
- identified their company's mission, the mission of their own job in supporting company objectives, and those personal values which are served in doing their job effectively;
- developed a personal mission statement which aligns with the company's mission and values;
- learned a set of time- and territory-management techniques and practices which they can apply immediately on the job;
- minimized the negative effect of a current time management problem;
- developed a daily work schedule that enables them to meet their high-priority responsibilities while reducing the time they currently spend on low-priority tasks.

In all, they will have found concrete ways to accomplish more in each work day, add more value for your organization and deliver more earnings and greater satisfaction in their own lives.

For more information call Sales Effectiveness Incorporated at 770-552-6612

Learning Design/Methodology

Prior to the program, participants gather critical data to form their individual baseline for time and territory management: a time log in which they document precisely how they currently spend their time. The seminar itself is highly participative, and free of generic formulas and standard quotas for norming time-management performance. Participants work alone and in small groups, using:

Individual time and territory management plans - Each participant develops an individual set of plans that reflect issues and considerations unique to his/her job.

Exercise: Efficiency and Effectiveness - Using their time log, they consider the concepts of efficiency and effectiveness, and define them within a second important context: their mission and values and those of your organization. They formulate personal mission and values statements, define their customer base and the methods by which they will achieve their goals, including their personal competitive advantage in doing so.

Exercise: Urgency and Importance - Next, they view their job through the lens of urgency and importance. They develop a time management matrix which divides all their activities into four quadrants: (1) urgent/important, (2) not urgent/important, (3) urgent/unimportant, and (4) not urgent/unimportant.

Exercise: Matrix Analysis - Armed with this matrix, they analyze their current activities in order to (a) determine which of those activities fall into each of these quadrants, and (b) to develop a plan to maximize their expenditure of time and energy on quadrant 2 (not urgent/important) activities and minimize their expenditures in quadrant 4 (not urgent/unimportant).

Action Plan - Finally, they establish a consistent basis for prioritizing their accounts and establishing both goals and activity priorities throughout their territory.

Design and Implementation Options

Your organization's particular needs and work environment may require case studies and learning materials that are highly relevant to your people. We are ready to work with you in creating specialized case studies and application exercises, and to tailor this program to your specific needs. Further, we are able to provide the following implementation options:

- n full-service seminar delivery by our staff instructors,
- n certification of your instructors using our materials,
- n a master license, enabling you to reproduce our materials at your lowest possible cost.

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