

AMA-5289: Territory And Time Management For Salespeople

Course Code: 5289

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

In just two days, you'll learn how to take control of your time and work day so you can increase productivity, maximize your selling effectiveness and meet your goals. You'll adopt an organized approach to managing your responsibilities. Prioritize activities and accounts to increase revenue.

Identify time management roadblocks by participating in exercises and creating a plan to shore up counterproductive behaviors and habits. You'll return to work with a more confident outlook, strategies to improve the balance between personal and professional responsibilities and the skills to mine your territory for maximum gain.

SKILLS COVERED

After taking this course, you should be able to:

- Understand Your Personal Time and Territory Management Practices and How They Affect Your Performance
- Analyze How You Actually Spend Your Time Compared to Your Current Perceptions
- Recognize and Eliminate Activities and Practices That Waste Time and Create Frustration
- Develop a Personal Time Management System to Fit Your Business and Your Personality

- Set Goals, Establish Priorities and Recognize Your Personal Productivity Capacity
- Identify and Prioritize the Right Prospects for Your Products or Services
- Organize Your Territory to Focus Your Activities on the Most Important Accounts
- Prepare a Business Target for Each Account That Will Produce Results
- Use Electronic Information Effectively and Process Paperwork Efficiently
- Manage Stress and Establish a Plan to Create a Productive Balance in Your Life

WHO SHOULD ATTEND?

Sales representatives, account executives, sales managers and all sales staff with customer or sales territory management responsibilities.

PREREQUISITES

While there are no pre-requisites for this course, here are some of the benefits realize of this course :

- Stretch your selling day and spend more time with your customers
- Plan effectively and avoid losing sales to better organized competitors
- Sell more, earn more and accomplish more through sales territory management
- Set goals and priorities to maximize your selling effectiveness
- Increase selling time by minimizing distractions and procrastination
- Make more productive use of travel time
- Strike a balance between personal and professional goals
- Control your territory with strategies that help you value accounts, penetrate accounts and maximize coverage

MODULES

Module 1: Understanding Territory and Time Management

- Understand Your Time and Territory Management Strengths and Weaknesses
- Define the Relationship Between Time Management and Territory Management
- Recognize the Challenges to Time Management Practices
- Recognize the Obstacles to Territory Management
- Realize the Benefits of Effective Time and Territory Management

Module 2: Skill and Techniques: Part 1—Managing Your Territory

- Develop a Profile for Prospects and Current Accounts
- Identify Which Prospecting Activities Are Best for Your Business
- Understand How to Identify and Prioritize Account Opportunities
- Understand the Key Steps in Your Sales Cycle and Where Your Prospects Are in the Process
- Prepare a Sales Call Plan and Assess Your Sales Call Performance
- Establish a Territory Strategy That Maximizes Your Results

Module 3: Skill and Techniques: Part 2—Managing Your Time

- Determine How You Spend Your Time
- Understand the Steps to Improved Time Management
- Measure and Analyze Your Daily Activities

- Recognize Which Activities Contribute to Your Goals and Which Should Be Avoided
- Identify Activities That Can Be Delegated

Module 4: Getting Organized

- Understand How to Set Goals and Objectives
- Assign Priorities to Your Activities
- Apply Your Productivity to Your Work Schedule
- Plan Your Day to Accomplish What's Important
- Make a "To-Do" List That Is Logical and Productive

Module 5: Managing Information

- Gain Insight into the Use of Information Resources
- Improve the Efficiency of Your Electronic Communication
- Organize and Simplify Your Paperwork
- Avoid Information Overload

Module 6: Time Mastery

- Assess Your Habitual Time Management Behaviours in Twelve Specific Dimensions (Attitudes, Goals, Priorities, Analyzing, Planning, Scheduling, Interruptions, Meetings, Written Communications, Delegation, Procrastination, and Team Time)
- Develop a Personal Plan to Change Your Personal Time Management Habits

Module 7: Controlling Stress and Creating Balance

- Recognize the Common Causes of Stress
- Control and Reduce Stress

- Identify Concerns and Eliminate Worries

Module 8: Putting It All Together

- Clarify Your Personal Priorities
- Organize Your Life
- Establish a Personal Life Management Plan

END OF PAGE