

Work Smarter

10 Territory Management Tips for Increased Inside Sales Productivity

1 Evaluate Your Starting Point

- Analyze your current customer base. Keep the 80/20 rule in mind—What are the characteristics of the 20% of your clients that make up the bulk of your business?
- Look at pipeline metrics. Where are you finding the fastest sales cycles? The shortest stage durations? The lowest Customer Acquisition Cost (CAC)?
- Review leading indicators as they relate to buyer profiles. With whom do you have the highest contact rates? The highest percentage of conversations to meetings held? These will be your Champions and Influencers.



2 Plot Your Territory

Armed with what you've learned, determine where you want to spend your time. By...

- industry segment
- geography
- title
- company size
- common change initiatives

3 Document Your Buyer Profiles

Once you've got the basic demographics down, document motivations. Make sure you understand pain points, top questions to ask to pique interest, and value propositions that will resonate.

4 Prioritize Your Activity

Split your profiles into A targets, B targets, C targets—with A representing your ideal buyer. Select accounts that are not only "big fish," but attainable. Prioritize your time accordingly.

5 Plan Your Stops

What are the mileposts you need to hit to reach your end goal? Calls per day? Conversations per month? Document the KPIs you'll need to hit. Consider both leading and lagging indicators.



6 Assess Your Data

Will your current database support broad outreach to the industries and titles you've identified? If not, consider sourcing new data.

7 Prime Your CRM

Make sure your CRM is designed to support and accurately report on your strategy, and that your database is clean and can support your intended segmentation.

At a minimum, track:

- Lead Status
- Contact Status
- Top Qualifiers
- Activity Results



8 Implement a Call Cadence and Multi-Touch Strategy

To cover more ground quickly, use all the tools at your disposal, including THE PHONE, LinkedIn, email, and more. Create (and stick to) a defined call cadence. Use drip campaigns and nurture emails for automated, consistent touches.

9 Be Professionally Persistent

44% of sales people give up after one follow up



80% of sales require 5 follow ups



10 Whether you need help defining your territory, acquiring data, setting up your CRM with custom fields, defining a plan of attack, executing a cohesive outbound sales and marketing effort, or all of the above, NuGrowth is your Solution.

To find out more, contact us at 800.966.3051.

