

Territory Planning with Revegy

From account planning to sales strategy, we make it easy

Growing Revenue from your sales territories is often more art than science. You have limited time and resources, so you must focus your execution on the customers and prospects with the highest likelihood of success. With territory planning still being managed with spreadsheets, it's no wonder organizations blame poor territory alignment for their 40% sales turnover rates.

Enter Revegy Territory Planning & Execution.

A complete solution for pro-actively identifying the goals, strategies and tactics that enable your teams to grow territory revenue more rapidly.

- **Leverage graphical segmentation** to identify your ideal customers and prospects - so you prioritize the right companies and opportunities
- **Develop team-based action plans** for your most important targets
- **Align with your marketing teams** around campaigns for each customer tier
- **View historical sales data** to quickly estimate potential for the new year
- **Collaborate with your external partners** to maximize efficiency
- **Use metrics** to drive process and answer important questions about a territory's performance potential
- **Gain management visibility** into progress against territory plans

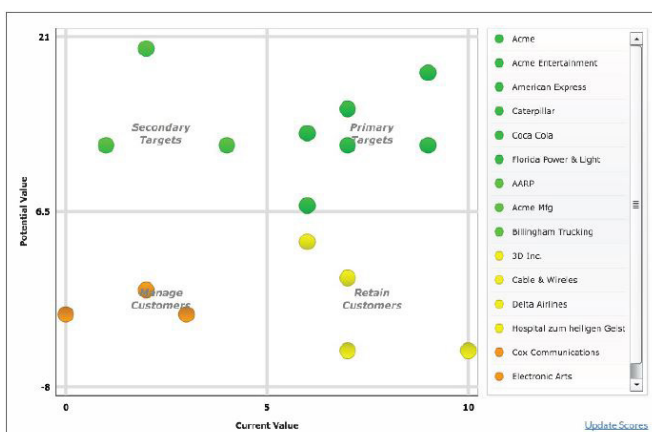
Maximise revenue growth rates in your territories through:

- **Increased sales force effectiveness and efficiency**
- **Consistent planning, execution and performance monitoring**
- **Optimised coverage** – assign sales representatives based on territory need

Revegy Territory Planning gives management and executive visibility to the progress against plan.

Is your team ahead of or behind quota? How are they executing against the business plan for their territory?

We enable full collaboration and automation of the territory management process – from planning to execution.



Segment your accounts based on specific potential and fit criteria

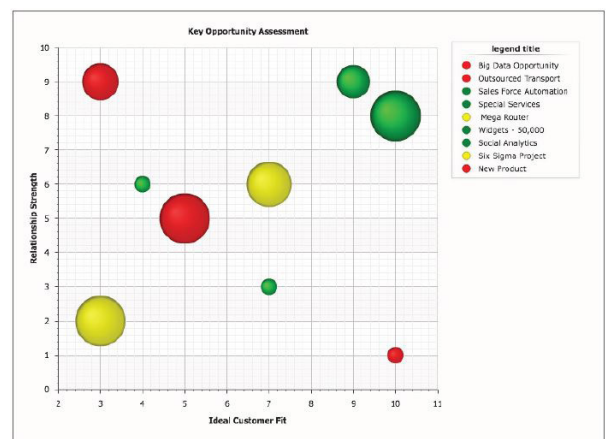
Keys to effective territory planning

1. **Understand your territory** - not just customers and prospects, but segments, market conditions and your organisation's available resources. Success hinges on your sales organisation's ability to know, analyse and understand demographics, historical performance and new and emerging trends
2. **Develop your plan** - segment your customers, identify strategies and tactics for each segment and establish action plans for your key customers and partners. Assign resources and determine your goals and measurements for performance
3. **Gain team buy-in and management approval** - establish periodic team and management review cycles
4. **Execute the activities** - demand generation, marketing campaigns and partner activities. Perform a gap analysis, identify areas with additional performance potential and create a plan to maximize revenue growth
5. **Track overall execution** - leverage collaborative planning to track executed activities. Make mid-course corrections based upon new data or changing market conditions
6. **Enjoy your club trip** - there is nothing like a well-executed plan to optimise your compensation and enjoy the perks that come with being the #1

Surveys show that territory optimisation leads to a 35% increase in quota achievement



Develop playbooks to drive consistent planning and execution



Instantly visualise the strength and weakness of your territory with advanced analytics

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