

If you don't work your territory, *there's always someone else who will.*

Territory and Account Management

ONLINE | SELF PACED COURSE

LESSONS

- 1) Introduction
- 2) Defining Your Territory
- 3) The Account Management Process
- 4) Protecting Your Base
- 5) Practical Application
- 6) Knowledge Assessment

How to make the most out of your Territory

What is my territory exactly?

Who are my top prospects?

Who are my best customers?

How strong a reference will my top customers give?

How much of their business does my company get today?

Do you know the answers to these questions? Territory Management begins by defining your territory. Where should you spend your selling time? Which prospects and customers will give the greatest return for the selling time you invest? All accounts and opportunities are not equal. Learn how to evaluate your opportunities to make the most of your time.

Once an account in your territory becomes a customer, your job is to make sure they stay your customer. Being the incumbent vendor at an account has many advantages. Learn how to protect the accounts that you have.

[COURSE OVERVIEW]

The six-lesson course can be taken at your own pace; average completion time is approximately 90 minutes. Interactive graphics, audio, text, animation, assessments and quizzes, and practical application exercises keep the lesson engaging and entertaining. You will be astonished at how much you've learned!

[CONTACT US FOR MORE INFORMATION]

