


Decision-makers **HANG-UP WITHIN 15 SECONDS** of a cold-call. No matter how good you are face-to-face, without **THE OPPORTUNITY**, you **CAN'T WIN THE BUSINESS!**

# Account & Territory Management

A skill development program focused on *improving sales success* through **Account and Territory Management**.



 This workshop is part of the **Sales Boot Camp program** of 4 professional sales modules. It is based on the Professional Sales Certificate Program at Seneca College, FCET.

## Program Overview

Poor account and territory management is the single biggest cause of lost or missed opportunities. Since sales people are often pulled in many directions, their ability to manage an account or territory is essential to their success. Some of the biggest obstacles they face include knowing how to:

- Manage accounts at any stage in the selling cycle,
- Manage a territory to determine which accounts deserve the most attention,
- Maximize the use of selling time to generate maximum benefits and sales revenue.

The goal of this fast-paced program is to equip your sales team to prioritize and to act accordingly, in order to maximize sales results and personal efficiency.

For more information visit:

[www.gaski.com/perform](http://www.gaski.com/perform)

or call: (905) 752-0366

Seating is limited - register early.

## Main Topics

- Managing territory and account priorities,
- Sales goal setting strategies,
- Time management tools and techniques,
- Targeting priority account strategies,
- Managing information, organization paperwork and improving communication.

## Learning Outcomes

- Plan and organize the sales day,
- Develop strategies to target and penetrate prime accounts,
- Identify top priority goals and the activities required to achieve them,
- Set goals and priorities to maximize selling effectiveness,
- Minimize distractions that cause procrastination.

This workshop qualifies for **continuing education credits/hours or professional development units/hours.**

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