



Strategic Sales Planning and Territory Management Conference

2 – 6 November 2026
Geneva (Switzerland)





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Ref: 8130_278161 **Date:** 2 – 6 November 2026 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction:

This strategic sales planning and territory management conference is a well-designed and managed sales territory, which allows firms to maximize sales force capacity, provide a foundation for other sales performance management activities including incentive compensation and quota design, and have many other benefits for sales forces.

This strategic sales planning and territory management program reviews territory management principles while focusing on the essential analytical frameworks and practices associated with sound territory design.

Territory Management Strategy:

Mastering your territory management strategy is the key to unlocking your sales team's full potential. In this strategic sales planning and territory management seminar, learn how to execute a territory management plan that leverages territory planning sales methods and integrates territory management sales best practices for optimal performance.

Targeted Groups:

- Sales Managers
- Sales Supervisors.
- Key Account Managers.
- Salespeople and other senior sales staff.

Conference Objectives:

At the end of this strategic sales planning and territory management conference, the participants will be able to:

- Analyze the process of sales planning and territory sales management.
- Practice effective ways of setting goals, developing sales activities, and managing time effectively.
- Use relevant territory and sales territory management tools for route structuring and territory management.
- Apply effective territory management and strategic selling methods.
- Revise sales strategies and provide proper sales training for the salesforce.
- Successfully choose, target, and manage a sales territory, maximizing growth and profit.

Targeted Competencies:

Upon the end of this strategic sales planning and territory management conference, the target competencies will be able to evolve:

- Sales performance management.
- Sales planning.
- Strategic thinking.
- Self-management.
- Analytical foundations are important to territory management.
- Strategic selling skills.

Conference Content:

Unit 1: Overall Planning Process:

- Overview of Sales Management.
- Activities Involved in Implementing a Sales Program.
- Evaluation and Control of Sales Territory Performance.
- Supervisor Sales Training Program.

Unit 2: Management of Self:

- Time Management Techniques for Sales Professionals.
- Sales People Time Analysis.
- Managing Your Time for Better Sales Results.
- Corporate Training for Better Account Management.

Unit 3: Territory Management:

- Generating New Accounts.
- Computing the Cost per Call and Number of Calls Needed to Close a Sale.
- ABC Account Classification and the Portfolio Model.
- Designing Sales Territories Using Build-up and Breakdown Methods.
- Routing Patterns.

Unit 4: Salesforce Structure and Organization:

- Generalist and Specialist Sales Forces.
- Dividing the Salesforce.

Unit 5: Strategic Selling:

- Buying Influences and Red Flags Identification.
- Working the Sales Funnel.
- How do people Think, Feel, and Behave?
- Establishing Control Systems.
- Major Account Sales Strategy.
- Discover their Sales Strengths.
- Proactive Sales Management.
- Advanced Selling Strategies.
- Secrets of Great Sales Management.

Sales Territory Management Best Practices:

Gain insights into territory management and how to apply sales territory planning best practices to ensure your salesforce operates efficiently. Understand the nuances of managing a sales territory and how to leverage a sales territory management strategy to drive growth and achieve sales targets.