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The importance of sales territory planning

Dear Reader,

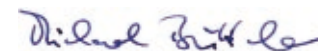
The external sales force is the most cost-intensive sales channel. Even though a customer visit in the B2B sector costs anywhere between €120 - 800, this face-to-face interaction continues to be an indispensable aspect of a company's operations. For products requiring significant explanation, a customer visit is often the only way to secure long-term purchases and distinguish oneself from the competition.

The ideal is for sales force members to have the maximum possible time for customer visits, with the least possible time spent traveling. It's also essential that workload and sales opportunities are fairly distributed. The sales territory structure you devise determines these factors: An optimized structure increases customer visit time and better exploits potential.

The pages that follow give you a brief overview of the most important factors to consider when optimizing a sales territory structure.



Sincerely,



Senior consultant
GfK GeoMarketing