

Optimize Sales Territories

Increase your sales force potential with best-in-class territory management solutions



Territory Management Challenges

Territory management is a key process for any sales organization and requires unique expertise, data processing, and specialized tools and techniques. Some of the most common challenges in sales territory management are:

- Time wasted on manual processes to update territory alignments and track changes
- Territory infighting and confusion
- Lack of insight into performance by product, sales region, and other metrics
- Over or under-staffed territories
- Missed opportunities and underperformance
- Delayed and faulty communication of territory assignments
- Lack of integration between territory management and related processes such as sales compensation and quota management



Companies lose millions of dollars annually because of territory imbalance alone.

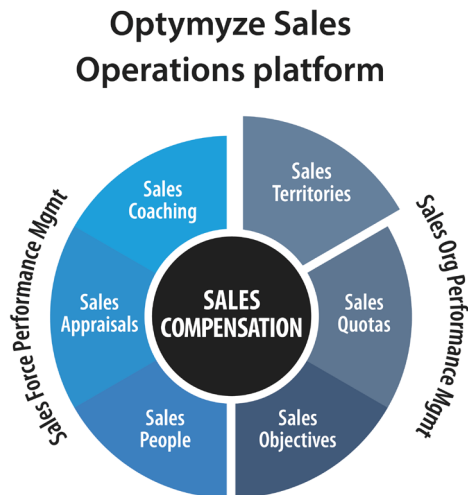
– [Sales Operations Insights](#)



Optimize Sales Territories Key Benefits

To address these challenges, Optimize has created a powerful, dedicated solution, which helps sales organizations to maximize market opportunity and improve sales force alignment.

Part of a comprehensive set of sales operations platform capabilities, Optimize Sales Territories™ helps sales organizations to achieve a wide range of benefits:



- Easily manage and track the performance of sales territories for any level of complexity.
- Improve alignment with sales strategy by supporting any combination of factors, including geography, customers, channels, and teams.
- Quickly review, adjust and communicate territory alignments through automated workflows which account for local market conditions.
- Improve effectiveness of territory management through integration with other key processes such as sales compensation and quota management.



With Optimize Sales Territories, our client [Kowa](#) was able to expand their workload plan coverage by 62%, with a headcount increase of only 11%.



Capture the right opportunities

Based on extensive analysis of existing territories, Optimize Sales Territories enables sales organizations to design territories based on any combination of factors including postal codes, customer mix, competition, and sales channels. To ensure accurate and complete coverage, the solution supports dynamic territory alignments and an unlimited number of levels, layers, and exceptions.



Gain insights into territory performance

With intuitive reports and dashboards, Optimize Sales Territories ensures clarity in communication

and enables an easy rollout of territory alignments from a single interface. In addition, color coding allows quick identification of KPIs, and a visual pane points to key details customized for specific users.



Stay flexible and capitalize on change

The embedded Territory Adjustments feature helps users run and compare various alignment scenarios that capture customer count, population, drive time, and other critical factors. To capitalize on change, sales managers can easily review and adjust initial territory alignments, processing exceptions, splits, and overlays. Optymyze Sales Territories also allows organizations to automate workflow processes and evaluate the impact of changes before rolling them out to the field.

Leverage Optymyze Sales Territories to Target the Right Opportunities and Maximize Revenue

Optymyze Sales Territories enables sales organizations to balance workload and resources by automating and streamlining all aspects of territory management within a single platform. The solution helps sales operations to configure complex territory requirements and gain powerful insights delivered via metrics and analytics displayed on intuitive maps.

For more information on Sales Territories please visit the [Optymyze Sales Territory Management](#) page.

Or talk to a sales performance expert directly – [click to engage](#).

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