



## Territory & Account Planning for the New Year

By Ron Snyder

“Thanks for what you did last year... now, what have you done for me lately?” Does that sound familiar?

The beginning of the year means a new number to make. This is the time to reflect on the changes in your industry, geography, technology, product offering and competition. It is time for a new plan.

Regardless of how good and knowledgeable you are, a good plan will enable you to make better use of your time and resources and produce better results... as long as you implement it!

A successful approach includes:

An insightful plan

- Understand the trends
- Develop your strategy
- Determine high leverage:
  - ✓ Customers to grow
  - ✓ Target prospects that fit “best customer profile”
  - ✓ Target prospects in high potential segments
  - ✓ Partners to work with
- Do the math to determine the dollars, number of accounts, opportunities, etc. required
- Focus on high leverage activities and relationships
- Get input from management

Energized implementation

- Act proactively- follow the plan
- Have the plan readily available (i.e. in your Sales Force Automation system)
- Review progress regularly
- Fine tune

Will this help you sell more?



# Breakthrough, Inc

*Accelerating Revenue Profitably*

Creating and implementing a plan that focuses on high-potential accounts, opportunities, partners improves sales productivity. According to SiriusDecisions' Research Brief "Productivity: More than just the Topline," this provides:

- More Opportunities
- Shorter sales cycles
- Larger deal size
- Higher win rates

It also makes better use of time and resources!

Breakthrough, Inc. has recently acquired Plan2Win Software, which provides territory and account planning applications that run within Salesforce.com. For more information on how these apps can help you achieve your goals in 2011, visit [www.territoryplan.com](http://www.territoryplan.com).

Please feel free to contact me to discuss this further. I will be happy to send you white papers on territory planning and/or account planning with ideas to help you take your results to the next level.

Ron

*Ron Snyder*

Plan 2 Win Software & Breakthrough, Inc.

[www.territoryplan.com](http://www.territoryplan.com)

On Salesforce.com AppExchange: <http://bit.ly/hPTdDT>

## **About Plan2Win Software**

**We deliver tools that work in Salesforce.com and enable sales teams to improve territory, account and pre-call planning to improve results.**

## **About Breakthrough, Inc.**

**We provide Sales & Marketing consulting to companies delivering high value products and services- B to B.**



**Ron Snyder/President**