



PLAN TO WIN: Strategic Territory and Account Planning

By Ron Snyder and Eric Doner

Selling is more challenging and competitive than ever. This book combines the insights, strategies and tools you need to develop a solid plan to add value and stay engaged with your customers. Further, your enhanced planning skills will enable you to focus your time and resources to accomplish and exceed your sales objectives.

This ideas and tactics in this compelling 'how to' book have been compiled by seasoned sales consultants who have served successfully in sales and management roles, in multiple industries, for a combined total of over fifty years. We know from experience, how difficult it is to manage sales territories and strategic accounts and have witnessed firsthand the dramatic influence that good planning and effective coaching can have on sales performance.

If you are an account manager, this book will enable you to:

- Create insightful and achievable territory and account plans
- Enhance existing plans
- Deploy winning strategies to win and retain key accounts
- Manage your territory and time for maximum return

If you are a sales manager/leader, it will help you:

- Adopt/adapt proven planning tools into current practices
- Train and coach your sales team on planning techniques
- Better monitor your sales team's wins and losses
- Enhance/improve your team's sales productivity

Topics covered:

A sound territory/strategic account plan is essential to make the best use of your limited time and resources. And, the effective execution of your plan will enable you to produce better results. To help accomplish your goals in this challenging environment, we address an important range of topics focused on developing and executing a winning plan, including:

1. Why You Need a Plan
2. The Key Ingredients
3. Penetrating Your Territory
4. Winning a Strategic Account
5. Managing Your Territory and Time
6. The Role of Sales Management
7. Executing Your Plan

Sample Tools in the Appendix:

- Target Account Selection Criteria
- Funnel Requirement Formula
- Territory Planning Template
- Account Planning Template
- Sales Time Log
- Annual Sales Call Allocation Calculator



About the Authors



Ron Snyder Ron is President of Plan2Win Software, providing territory, account and pre-call planning applications that run in Salesforce.com and Breakthrough-Inc, a sales consultancy that enables companies to accelerate sales by improving sales effectiveness. For over twenty years, Ron has helped companies improve results in competitive, high-value, complex selling environments. www.territoryplan.com rsnyder@territoryplan.com 408-781-2446



Eric Doner Eric is the founder of AchieveCorp, a business advisory firm that helps organizations align and leverage people and processes to improve performance. His career spans over twenty-five years of success in sales, marketing and training & development as a corporate executive, management consultant and university instructor. www.achievecorp.com edoner@achievecorp.com 408-476-1233

Order your copy today at: <http://amzn.to/2iAWeNZ>

What People say about our book:

"Very impressive integration of planning, strategy and tactics combined with execution and assessment to close the loop in pursuit of sales growth. I believe that this book provides an excellent roadmap to success for any sales person or sales manager who wants to leverage their time/value to gain maximum positive results."

– Owen G. Foster, Senior Vice President, Marketing Resources, Rochester Midland Corporation

"Eric and Ron cover all of the things that have made them successful and have chosen to share their nuggets of knowledge with you the reader. Good stuff that anyone and everyone can benefit from in today's fast-paced and hectic selling world."

– Chuck Carey, CEO Compendian

"This book is chock full of "golden nugget" ideas that can help any B2B salesperson succeed in sales. Pick just one and it can prove to be your "silver bullet" to closing more (larger) deals. I especially recommend applying the principles to your most important opportunities – those that can make your quarter (or year)!"

– Silvia Quintanilla, Principal and Chief Sales Detective, Industry Gems Sales Intelligence

"Direct, on point and thorough are the words that come to mind when I read this book. Here are two selfless sales veterans who walk the talk and tell it straight when it comes to describing what you need to do to be successful in strategic account selling."

– Gary A. Summy, Director Sales Development, Trane Commercial Systems, Ingersoll Rand

"I love this book. It shows how to properly establish, organize and execute a plan that will translate into increased sales and profits. This book is a must read for any salesperson who wants to be successful. My entire sales team has learned valuable tips from this book that translated into bottom line revenue."

– Jeff Musson, CEO, Dynamite Network Solutions Inc.