

# OPTIMIZE YOUR SALESMEN'S TOURS

## *Organizing your prospection, optimize your potential visits*

### Objectives

- Divide your customers into optimized segments
- Target tours objectives for each sales person
- Develop an appropriate action plan
- Define good controls

### Concerned people

- Area managers,
- Sales manager and every person managing a business team

### Knowledge required

Sales experience

### Duration

2 days

### Pedagogy & Practice

- Lecture
- Experience shared with participants.
- Tools creation, specific for each company
- Real-life working conditions
- Self-evaluation form

### Know-How acquired

#### Identify / Sort / Select:

Strategic marketing adapted to your business team and rounds.  
 Your customer portfolio analysis  
 Determine the main priorities, Pareto policy, ABC Matrix  
 Rebalance your customer portfolio according to regional and national strategies  
 Take into account customers' specificities  
 Competitors: Strategy and objectives, their position, your differences

#### Carry out a sector operational plan:

Define your ways adapted to your customers and offers  
 Sales tools  
 Build your business action plan  
 Manage your daily customer file

#### Organize your tours and optimize your « visits capital »

Tours organization according to:  
 Geographical criterias  
 Priority objectives and targets  
 Different types of actions (Customer conquest or loyalty)  
 Business ability and time optimization:  
 Determine visit periods  
 Estimate necessary durations  
 Organization tools  
 The ways to efficiently manage his teams

#### Good activity indicators dedicated to tours

What to measure?  
 When to measure?  
 What to take into account to motivate the team