Xactly
Inspire Performance™

The PRICE of POOR SALES TERRITORY PLANNING

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Poor territory design can hurt your bottom line. According to a 2018 survey by the Sales Management Association, organizations that are effective in territory design perform 14% higher than the norm. Organizations that are ineffective at territory design have over 15% lower performance than the average!

DO YOU USE TERRITORY DESIGN TO DRIVE SALES ACHIEVEMENT?

The most successful organizations use territory design to drive business success, sales objective achievement, and as the foundation for sales performance management.

36% EFFECTIVE AT TERRITORY DESIGN.
Organizations that were **effective** in their overall territory design had **+14% higher sales objective achievement** than average

31% INEFFECTIVE AT TERRITORY DESIGN.
Organizations that were **ineffective** in their territory design had **-15% lower sales objective achievement** than average

## MOVE BEYOND MANUAL PROCESSES TO DRIVE SALES PERFORMANCE

Organizations with heavy spreadsheet usage had lower sales achievement than the average.
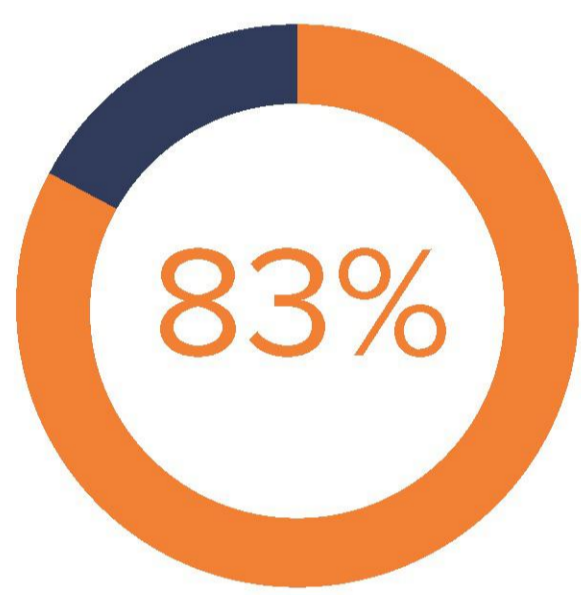
83% of respondents still use spreadsheets to design sales territories

DRIVE SALES ACHIEVEMENT BY USING TECHNOLOGY FOR TERRITORY DESIGN

Using technology to design territories improves performance by 10%, yet most organizations still use spreadsheets and little automation.

Companies that use technology in their territory design had **10% higher sales achievement** than the average company.

43%
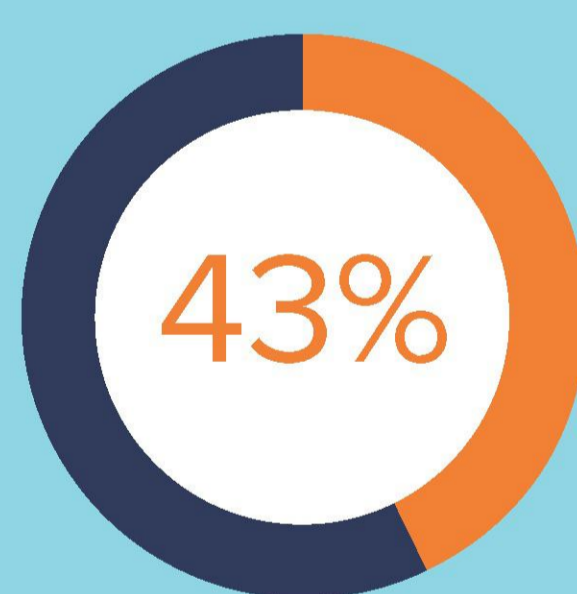
However, 43% of those surveyed said that they are ineffective at using technology for territory design and

Companies that were ineffective in using technology for territory design had **10% lower sales objective achievement**

61%
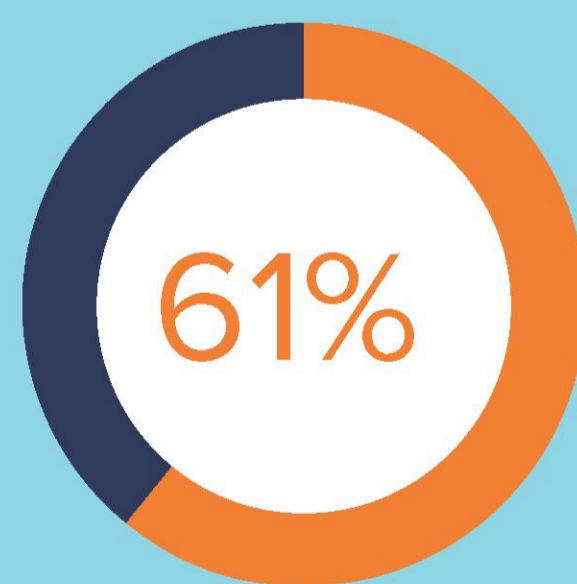
61% rarely use or have never used purpose-built applications for territory design

TOP GOALS WHEN DESIGNING SALES TERRITORIES

Respondents experienced a gap between achieving their top goals for territory design versus how they ranked the importance of the goal.

Cover existing customers
IMPORTANCE **6.0**
EFFECTIVENESS **5.3**

Balancing salesperson workload
IMPORTANCE **5.3**
EFFECTIVENESS **4.0**

Cover potential customers
IMPORTANCE **5.6**
EFFECTIVENESS **4.7**

Travel-efficient territories
IMPORTANCE **4.4**
EFFECTIVENESS **3.9**

Effective territory design is the foundation for your sales performance. If you're not investing in modern data-based tools to design and optimize sales territories, you may be leaving money on the table.