





# Territory Optimization

The hidden solution to common sales force problems

Maptitude Infographic

	 <b>Targeting the wrong accounts</b>	 <b>Hiring &amp; retention</b>	 <b>Compensation problem</b>	 <b>Compensation problem</b>
<b>Symptoms</b>	Good leads go cold; bad leads get attention	High sales rep turnover	Same reps get best compensation, regardless of hours/skill	Same reps get best compensation, regardless of hours/skill
<b>Traditional Solution</b>	Better training & targeting data	Better training & onboarding	Change incentive plan	Change incentive plan
<b>Territory Issue</b>	Too few or too many accounts	Too few accounts	Sales metrics favor reps with many large-opportunity accounts	Market share metrics favor reps with a smaller target market
<b>Solution</b>	Rebalance territory account workload	Rebalance territory account workload	Rebalance "best" prospects by territory	Rebalance prospects by territory
<b>Benefit</b>	Enough good accounts to nurture, but not too many accounts	Enough accounts that opportunities motivate sales reps	Success measured & rewarded equitably	Success measured & rewarded equitably



## Maptitude

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