



Sales Territory Management



Sales & Marketing Productivity Solution

- Analyze and Improve Performance
- Determine Sales Potential
- Optimize Sales Policy

Problem Description

A small engineering consulting firm engaged in doing heavy equipment field repairs wanted to re-assess their current sales territories and expand into new ones. They required a method to evaluate the performance of their current sales rep force and understand the potential for new territories.

AIM Solution

Engineering management was asked to produce a list of typical field repairs performed on each major equipment type and the average time between repairs. An average cost per repair was developed using historical sales data. A list of all known equipment installations was developed using industry data. An “installed base” database was created that analyzed sales potential for each new and existing territory using projected failure rates and repair costs. Existing territories were re-evaluated based on potential market and actual market penetration.

Benefits

The client was able to direct limited resources to engaging new sales reps only in territories with sufficient sales potential to justify the cost of expansion. Sales policy was altered to revamp the commission structure and reapportion existing sales territories where penetration was weak. Sales increased and commission costs decreased.

Why choose AIM?

Choose AIM to guarantee a quality project managed by a hands-on project manager, engineer, MBA, with Six Sigma quality credentials and decades of experience not only designing and implementing productivity and management solutions, but using them as a “real-world” professional manager.

Choose AIM to ensure your project does not go over budget. AIM can offer fixed or ROI-based pricing. Over many years and dozens of projects, AIM has never exceeded a fixed priced budget – and never will.

Choose AIM to reduce delays and missed deadlines. AIM eliminates needless layers of management and communication obstacles inherent to traditional project teams.

Choose AIM because you want a partner with both a winning attitude and record that brings a competitive advantage to your team.

How can I learn more?

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