

TERRITORY PLAN

TERRITORY OWNER: Salesperson's Name	PERIOD: Usually Financial Year	LAST UPDATED: dd-Mmm-yy
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TERRITORY DEFINITION: How is the territory defined (Geography, Industry, Solution, Customer Type, and so on)?

BOOKED BUSINESS QUOTA	Q1	Q2	Q3	Q4	TOTAL	PIPELINE BUILDING TARGET	Q1	Q2	Q3	Q4	TOTAL
	Target	Target	Target	Target	Target		Target	Target	Target	Target	Target
ACTUAL	Actual	Actual	Actual	Actual	Actual	ACTUAL	Actual	Actual	Actual	Actual	Actual
%	%	%	%	%	%	%	%	%	%	%	%

TERRITORY SITUATION			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS/RISKS
Briefly summarise your key strengths in the territory and how you plan to exploit them	Briefly summarise your key weaknesses in the territory and how you plan to mitigate them	Briefly summarise your key opportunities to achieve/exceed your territory performance goal and how you plan to take advantage of them	Briefly summarise any threats/risks that may prevent you from achieving your territory performance goal and how you plan to mitigate them

KEY OBJECTIVES	KEY STRATEGIES AND TACTICS
In addition to achieving your revenue targets, what are your other key measurable objectives for the territory?	What are your key strategies and tactics to support your revenue targets and key objectives for the territory?

TOP 5 EXISTING ACCOUNTS		TOP 5 TARGET ACCOUNTS	
ORGANISATION	PRIMARY OBJECTIVE	ORGANISATION	PRIMARY OBJECTIVE
#1 Existing Account	This year's key objective	#1 Target Account	This year's key objective
#2 Existing Account	This year's key objective	#2 Target Account	This year's key objective
#3 Existing Account	This year's key objective	#3 Target Account	This year's key objective
#4 Existing Account	This year's key objective	#4 Target Account	This year's key objective
#5 Existing Account	This year's key objective	#5 Target Account	This year's key objective

TOP 5 VISIBLE OPPORTUNITIES						
ORGANISATION	PROJECT	VALUE	CLOSE DATE	PHASE	FORECAST	STRATEGY
Organisation	Project/Opportunity	Value	dd-Mm-yy	DISTURBED	PIPELINE	Briefly summarise your strategy
Organisation	Project/Opportunity	Value	dd-Mm-yy	DISTURBED	PIPELINE	Briefly summarise your strategy
Organisation	Project/Opportunity	Value	dd-Mm-yy	DISTURBED	PIPELINE	Briefly summarise your strategy
Organisation	Project/Opportunity	Value	dd-Mm-yy	DISTURBED	PIPELINE	Briefly summarise your strategy
Organisation	Project/Opportunity	Value	dd-Mm-yy	DISTURBED	PIPELINE	Briefly summarise your strategy