TERRITORY PLAN

TERRITORY OWNER: Salesperson's Name						PERIOD: Usually Financial Year			LAST UPDATED: dd-Mmm-yy				
TERRITORY DEFINITION:	How is the terr	tory defined	(Geography	, Industry,	Solution, Cus	tomer Type, and s	so on)?						
BOOKED BUSINESS	Q1	Q2	Q3	Q4	TOTAL	PIPELINE BUIL	LDING	Q1	Q2	Q3	Q4	TOTAL	
QUOTA	Target	Target	Target	Target	Target	TARGET		Target	Target	Target	Target	Target	
ACTUAL	Actual	Actual	Actual	Actual	Actual	ACTUAL		Actual	Actual	Actual	Actual	Actual	
%	%	%	%	%	%	%		%	%	%	%	%	
				-	TERRITOR	Y SITUATION		1					
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 STRATEGIES AND TACTICS												
			UNTS					TOP 5 TARGE	T ACCOU	NTS			
#1 Existing Account		TING ACCO		OBJECTI	VE		DRGANISATION	TOP 5 TARGI	ET ACCOU		OBJECTIV	E	
#1 Existing Account	TOP 5 EXIS				VE	#1 Target Acco			I			E	
#1 Existing Account #2 Existing Account		This yea	PRIMARY	ctive	VE		unt		This yea	PRIMARY	ctive	Ē	
· ·		This yea	PRIMARY ar's key obje	ctive ctive	VE	#1 Target Acco	unt unt		This yea	PRIMARY ar's key obje	ctive	E	
#2 Existing Account		This year This year	PRIMARY ar's key obje ar's key obje	ctive ctive ctive	VE	#1 Target Acco	unt unt unt		This year	PRIMARY ar's key object ar's key object	ctive ctive	E	
#2 Existing Account #3 Existing Account		This year This year This year	PRIMARY ar's key obje ar's key obje ar's key obje	ctive ctive ctive ctive	VE	#1 Target Acco #2 Target Acco #3 Target Acco	unt unt unt unt		This yea This yea This yea	PRIMARY ar's key objec ar's key objec ar's key objec	ctive ctive ctive ctive	E	
#2 Existing Account #3 Existing Account #4 Existing Account		This year This year This year	PRIMARY ar's key obje ar's key obje ar's key obje ar's key obje	ctive ctive ctive ctive ctive		#1 Target Acco #2 Target Acco #3 Target Acco #4 Target Acco	unt unt unt unt unt		This yea This yea This yea	PRIMARY ar's key objec ar's key objec ar's key objec ar's key objec	ctive ctive ctive ctive	E	
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