

**“Territory Management”  
Keells Food products  
Training Program Proposal**

**M Failan Saleem**

September 26, 2008

Dear Dayan and Ganesh

Thank you for giving me the opportunity of forwarding the “**Territory managemnet**” training programme, which is specially designed for your organizational requirements. We are very glad to be in a position of adding further value to you, your team members and your company, and hope we are granted this opportunity in the near future.

**The Knowledge factory** specialises in strategic, change and sales management at all levels of performance, and provides training, consulting and management outsourcing services, with special emphasis on any marketing related issue or skill requirement.

Some of the more preferred modules used are ***Territory Management, Balanced Scorecard, Sales Leadership ,Management by Fire ,Leadership Journey Connecting for Customer Satisfaction and Brand Leadership***. Principal trainer ***Failan Saleem*** has enjoyed the success and patronage of many multinational and blue chip organisations across the country, and has conducted many new and innovative training programs with these companies in the past years, they include; Shell, DTM Buttons, Growth Lanka, Hallmark, DIMO, Commercial Leasing, Royal Ceramics, Lanka Thermo, CMC, Hemas Pharmaceuticals, The Phone Company and The Association of International Standards.

He has developed a reputation for leading edge management practices that challenge the individual and have a lasting impact on the individual. Our tailor made training program (attached herewith) is of no exception. We hope this program will suit your requirements, and that the program meets your every expectation.

You and your team will be working closely with and under the expert guidance of M Failan Saleem, who has many years of experience in sales and marketing. He has helped many individuals and organizations not just to practice, but to score, and to score ahead of competition!

Attached please find a summary on how we could add value to your unmet needs. We hope this gives you a clear view on what the program is all about and how your investment could be leveraged.

**KEY FOCUS AREAS & OBJECTIVES**

- ◆ The programme will focus on familiarising the participants towards the key values of managing time and the territory and to develop a work ethic that stimulates sales growth in the territory.
- ◆ The core areas would include time and territory management, skills and techniques in managing your territory, getting organised, managing information, controlling stress and creating a balance and putting it altogether through a plan
- ◆ Train the participants to take charge of territory, and to function efficiently and effectively in a highly demanding atmosphere.
- ◆ Empower participants with key skills and competencies, so as to enable them to attain maximum target achievement in minimum time and with minimum contingency/recovery planning and implementation.
- ◆ Identify and analyse the potential of individual participants and present a personal performance analysis of each of them to management.
- ◆ Develop possible profiles of the most difficult customers and show the participants how to transform typical customer behaviour into selling framework .
- ◆ Develop a Performance scorecard for the territory to build cohesiveness in managing the key indicators; including sales, people, organisational profit, outlet development and most importantly the external and internal customer satisfaction.
- ◆ Develop and effective second line leader, sales pool to build competitiveness and trust in the company.

### **KEY BENEFITS OF TERRITORY MANAGEMENT**

- ◆ Identify and map out their territory
- ◆ Maximize the potential viability and profitability of their territory
- ◆ To expand and develop their current territory
- ◆ Take full responsibility of their own territory, while maximizing its sales and profits
- ◆ To identify and effectively analyze opportunities
- ◆ Learn the art of planning ahead for success
- ◆ Organize & clearly map out personal and territorial objectives, activities and controls
- ◆ Learn to audit their own territory on a performance criteria and profit generative basis

### **INSIGHTS GAINED**

- ◆ Staff members have not been exposed to training on territory management and most have the reserved attitude towards training.
- ◆ Staff members tend to look at target achievement as a key factor, which would inhibit their ethical behaviour.
- ◆ Staff members face the critical problem of Time management and this in turn leads to stress and burn out at the end of the day.
- ◆ Weak Communication within the team, office & with the hub.
- ◆ Training would be provided at a basic appreciation level and would not be too aggressive.
- ◆ The programme would be kicked off with an internal marketing theme so as to build ownership.

We now submit a summary of our proposal to you on the program content for a maximum of 50 team members as requested kindly note the maximum we take in is 40, however we would flex the programme to suite the needs of your organization

**RECOMMENDATION**

**CLIMATE SURVEY: HALF DAY**

The starting point of our programme will focus on a “HEALTH CHECK” on how to create & enhance your current service culture with the Hub.

- ◆ Current culture for planning
  - ◆ Recognition and rewards .
  - ◆ Staff motivation.
  
- ◆ Key performance indicators.
  - ◆ Areas of stress and burnout.

Client : **Keells Food Products PLC**  
Division : **Sales Teams (to be clarified)**  
Programme : **Territory Management**  
Duration : **2 days**  
Dates of programme : **16<sup>th</sup> and 17<sup>th</sup> October 2008**

## **LESSON PLAN**

### **DAY ONE**

#### **Time**

#### **Programme**

9.00 – 10.30

#### **SITUATION ANALYSIS**

- Where are we winning?
- Where are we losing?
- Group presentations

10.30 – 11.00

Tea Break

11.00 – 12.30

#### **TERRITORY ANALYSIS**

- Analyze customer revenue
- Segmenting the market, grouping and targeting
- Trainer explains / presentations

12.30 – 1.30

Lunch Break

## **LESSON PLAN**

### **DAY ONE (Continued)**

1.30 – 3.00

#### **VERTIGO**

Group activity / game designed to check planning capabilities

3.00 – 3.30

Tea Break

3.30 – 4.30

**CONSTRUCTING THE SWOT ANALYSIS FOR YOUR TERRITORY**

Trainer explains / group presentations

4.30 – 5.00

**EGG DROP**

Group activity / game designed to check creativity of participants

5.00 – 5.15

Summary of Day One and close

Kindly note we would flex the programme to fit the lost time on day one

**LESSON PLAN**

**DAY TWO**

Time	Programme
9.00 – 10.30	<b>UNDERSTANDING AND STRATEGIZING FOR CONSUMER BEHAVIOUR</b>  Group activity
10.30 – 11.00	Tea Break
11.00 – 12.30	<b>UNDERSTANDING THE COMPETITOR</b> <ul style="list-style-type: none"><li>• Where are we winning?</li><li>• Where are we losing?</li><li>• Trainer explains / presentations</li></ul>
12.30 – 1.30	Lunch Break
1.30 – 2.30	<b>BOMB ALERT</b>  Group activity / game designed to reliability, responsiveness and recovery skills of participants
2.30 – 3.30	<b>SETTING OBJECTIVES FOR THE TERRITORY</b>
3.30 – 4.00	Tea Break

**LESSON PLAN**

**DAY TWO**

**4.00 – 5.00      STRATEGIES AND TACTICS FOR DIFFERENT CUSTOMER GROUPS**

Trainer explains / group presentations

**5.00 – 5.15      Summary of Programme and close**

**Note:**

*Please keep in mind that this is only a proposed agenda for the Territory Management training programme. The agenda is subject to change at the request of the Client and the Client's specific needs, as well as if the Trainer feels the need to make adjustments to the programme contents.*

*If you require any clarification on the above agenda, please feel free to contact Failan on 077 743747 (Failan's mobile) at any time.*

**BUDGET**

---

Research Phase - No of consulting days : Half a Day (Free of Charge)

Implementation Phase - No of training days : Two Days

**(Investment would be rupees for both days, cost based on number of participants and time)**

---

When you invite us to work with you and your team members, we undertake to deliver client focused, delegate centered training that is concentrated on the intellectual and emotional elements of a customer contact process. We ensure maximum involvement, our fullest attention and co-operation, and guarantee outstanding and sensational results.

**Note: This training facilitation is run in-company, and is tailored to the specific needs of our clients.**

We would be delighted to forward any additional technical information you need, so please do not hesitate to contact us on any of the numbers listed below. Thank you once again for you time. We look forward to your positive reply at your earliest convenience.

Yours sincerely,

M Failan Saleem  
Principal Consultant

---

No 23, Harmers Avenue  
Colombo 06

Tel: 2361813, 2361814  
e-mail: failan@dialogsl.net  
Failan's mobile: 0777 743747