

Territory Planning and Management



Sales Operations

- Model out territory scenarios using high-level growth targets from Finance
- Review systematically assigned accounts to territories using historical bookings, TAM, and other key metrics
- Adjust regions and territories as needed, implementing the final scenario in the system
- Identify and resolve coverage gap and assignment conflicts



Sales Management

- Review and approve territory plans executed by Sales Operations
- Assign sales reps to territories and/or accounts
- Analyze coverage gaps and make necessary adjustments
- Manage the overlay assignment for direct, channel, specialists, etc.