

Sales Territory Plan

Template

My Territory Summary

ANNUAL QUOTA	\$
CLOSED YTD	\$
GAP TO CLOSE	\$
OPEN PIPELINE	\$
PIPELINE GAP (3 - 5X)	\$
MOST LIKELY	\$
BEST CASE	\$

GOALS
1.
2.
3.
4.
5.
6.

Top Accounts & Why

ACCOUNT	RATIONALE	CONNECT THE DOTS	NEXT STEP

Deal amount:

Deal name:

METRICS	
ECONOMIC BUYER	
DECISION CRITERIA	
DECISION PROCESS	
PAPER PROCESS	
IDENTIFY PAIN	
CHAMPION	
COMPETITION	

Prospecting Strategies & Tactics

PROSPECTING STRATEGY	GOAL/EXPECTED OUTCOME (\$\$)	SUPPORT \$ RESOURCES NEEDED