



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Sales Territory and Route Planning is a critical component for optimizing the efficiency and effectiveness of sales operations. This professional course aims to equip sales professionals with the skills and tools needed to strategically divide territories and plan sales routes, ultimately enhancing performance and customer satisfaction. Over five days, participants will delve into methodologies, tools, and best practices necessary for effective sales territory and route management.

## Objectives

- Understand the principles of sales territory management.
- Learn techniques for effective route planning.
- Analyze customer data to optimize sales strategies.
- Implement technology solutions for territory and route planning.
- Enhance customer engagement and satisfaction through strategic planning.

## Course Outlines

### Day 1: Introduction to Sales Territory Management

- Overview of Sales Territory Planning
- Importance of Territory Management
- Key Components of Effective Territory Design
- Understanding Market Potential and Segmentation
- Tools for Analyzing and Setting Territory Boundaries

### Day 2: Route Planning Essentials

- Concepts of Route Planning and Optimization
- Balancing Workload and Coverage
- Methods for Designing Efficient Sales Routes
- Importance of Time Management in Route Planning
- Case Studies of Successful Route Planning

### Day 3: Integrating Technology in Planning

- Overview of Sales Planning Technologies
- Using CRM Systems for Territory Management
- Leveraging GIS and Mapping Software
- Data-Driven Decision Making with Analytics Tools
- Mobile Applications for Sales Teams

### Day 4: Advanced Optimization Techniques

- Advanced Sales Territory Optimization Strategies
- Utilizing Predictive Analytics for Better Outcomes
- Dynamic Rerouting Based on Real-Time Data
- Scenario Planning and Simulation Techniques
- Metrics and KPIs for Monitoring Success

## **Day 5: Implementing and Evaluating Plans**

- Developing an Implementation Plan
- Training Sales Teams on New Strategies
- Monitoring and Adjusting Plans for Continuous Improvement
- Evaluating Success with Performance Indicators
- Achieving Buy-In from Stakeholders