

# SALES TERRITORY MAPPING & PLANNING

**H. M. TARIKUL KAMRUL**  
Chief Marketing Officer  
Link3 Technologies Limited

## OVERVIEW

A well-structured and correctly implemented, territory mapping and planning strategies can drive overall organizational growth whilst supporting trade marketing activities.

The aim of the course is to help delegates to improve the effectiveness and efficiency of Territory Planning and Mapping of Sales and Distribution disciplines within their own organizations.

Mapping and establishing effective and efficient territory routes is a multi-functional process requiring a structured and disciplined approach. This training program will support participants in developing a relevant and feasible plan that will allow them to achieve their objectives

## TRAINER



**H. M. Tarikul Kamrul**  
Chief Marketing Officer  
Link3 Technologies Limited

Tarikul Kamrul is working in the Marketing and Sales field for last 14 years in leading Multinational and National companies of the country. He has a vast knowledge of Bangladesh's corporate world mainly in FMCG, Telecom, Consumer Sales and Service Industry. He is currently working as Cluster Market Director and Vice President in one of the leading Telecom Operator of Bangladesh. Prior to that, he worked in British American Tobacco Bangladesh, MGH Group and in Transcom Limited in various marketing, sales and project management role. He has experience in working in the field of marketing and sales management in all Divisions and Circle of the Country. Tarikul was a key member in various strategic regional and national projects in his tenor with leading MNCs in Bangladesh. He is specialized in designing and implementing various Sales and Marketing Campaigns and Distribution development plans.

Apart from that, he has consultancy work experience with leading company's like BCG (Boston Consulting Group), Renoir UK, AT Kearney, EY, PWC (Pricewaterhousecoopers) in various business development project in last 7 years. These all consultancy attachment has given him the edge on building goal base solutions and frameworks for the corporate organization.

An MBA from IBA, Tarikul had attended different training programs in Leadership development and Sales/Marketing arena in Home and Abroad. He had done bachelors in Business Administration from North South University. He was also attached in a leading Supply Chain organization in China for 2 weeks for new business development. Till date more than 500 organizational training programs, workshop and customized content and consultancy development services have been given by him mainly on Sales, Marketing and leadership arena. He is passionate to develop the local corporate and people of our country as world class experts to face the challenges of 21st century so that Bangladeshi Talents can compete in global arena.

## TOPICS WILL COVER

### Define Account Categories

- Elements of Your Sales Territory Plan
- Pursuing the Right Accounts
- Identifying Goals
- Setting Objectives
- Developing Strategies for Your Territory Plan

### Develop Your Territory Plan

- Identifying High-Gain Activities
- Determining Metrics that Matter
- Completing Your Sales Territory Plan
- Identifying Next Steps for Execution

## HOW YOU WILL BENEFITED

- Establish and manage a set of territory sales/distribution routes that are efficient and effective
- Clarity of goals from company strategy to individual daily activities
- Improve time management and efficiency
- Increase revenue from high-potential and top-producing accounts
- Improve communication between sales management and sales reps
- Better sales revenue prediction and sales forecasting accuracy
- Easy integration of territory plans into your CRM, sales force automation, and operational tools
- Better market penetration and differentiation from competition
- Understand market-driven sales and distribution systems

## WHO SHOULD PARTICIPATE?

The program is designed for any member of a sales team (sales rep, sales manager, sales leader, etc) looking to manage their time more efficiently and profitably with action plans to meet their sales goals.