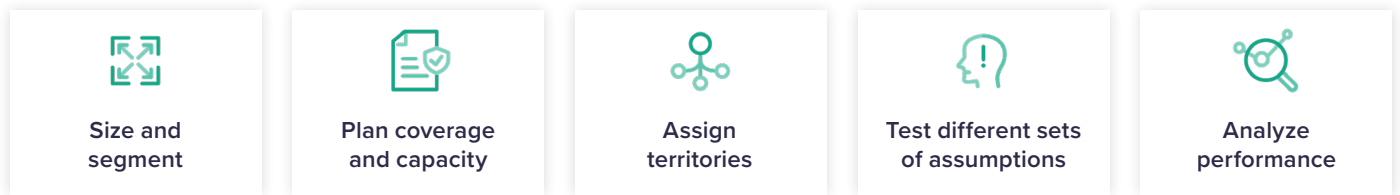


How to supercharge your sales territories

What is sales territory planning?

Your sales team has lots of opportunities, but it's not always easy to find them. Territory planning is a smart way to divide regions, accounts, or customers into more manageable—profitable—groups. With careful territory planning, your team knows exactly where to focus its efforts to ensure maximum growth.

Defining territories can be tricky—there isn't a one-size-fits-all approach to achieving your revenue targets. To boost performance and productivity, most sales organization seek to improve how they:












What researchers say

<p>“Optimizing territory design can increase sales by 2 to 7%, without any change in total resources or sales strategy.”</p> <p>– Harvard Business Review</p>	<p>Harvard Business Review</p>	<p>“Sales organizations that thoughtfully design and optimize sales territories can realize 10 to 20% increases in sales productivity.”</p> <p>– Alexander Group</p>	<p>Alexander group</p>
---	--------------------------------	--	------------------------






Territory planning is difficult



Why optimize your territory planning?

1  Eliminate missed opportunities	2  Remove coverage gaps	3  Build territory structures
4  Manage complex territory plans	5  Build fair and equitable territories	6  Scenario model different territory plans
7  Anticipate change through continuous optimization	8  Monitor territories with real-time analytics	9  Integrate territory plans with quota and compensation plans

Improve quota attainment and increase revenue

-  Improved quota attainment and revenue impact
-  Increase seller and sales ops productivity
-  Reduce sales costs and seller turnover
-  Mitigate risks and data discrepancies
-  Roll-out plans and redeploy resources faster

Tech leaders trust Anaplan



Cut sales planning time by 50% and improved collaboration across the enterprise



Decreased planning cycle for 1,000 sales territories by 40 days



Reduced data consolidation time from 10 hours to 10 minutes



81% increase in win rates and 15% increase in average deal size



Cut 80% of time managing data and improved collaboration with sales and finance



Thousands of sellers receive territories and quotas in the first month of fiscal year

About Anaplan

Anaplan transforms the way you see, plan, and lead your business. By dynamically connecting financial, strategic and operational plans in real-time, Anaplan gives you the power to anticipate change, address complexity, and move at the speed of the market. Anaplan's Connected Planning Platform lets you view and contextualize current performance, forecast future outcomes to fuel growth and mitigate risk, and optimize costs so you can make faster, more strategic decisions. Anaplan helps more than 2,200 market-leading customers in over 50 countries navigate their daily planning challenges with confidence.

To learn more, visit [Anaplan.com](https://www.anaplan.com)