



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Territory Design and Sales Coverage Planning

2 day course

Classroom, online or in-house

Course overview

Sales territories are usually inherited rather than designed, which leaves some people with more opportunity than they can work and others with a patch that cannot produce a target no matter what they do. This course rebuilds them deliberately. Delegates work through measuring market potential rather than counting existing customers, and segmenting accounts by value and by the effort they require. Coverage models follow, including field, inside, channel and hybrid, and matching the model to account value. Territory design is worked through practically: balancing potential, travel and workload, and the geography that makes a schedule impossible. Quota setting against territory potential is addressed, since a fair quota depends on an honest potential estimate. Transition is covered, including account handover and protecting relationships through a change. The course closes on reviewing coverage as a market shifts and on the cost of leaving a territory unworked.

What you will learn

- Measure market potential rather than counting existing customers
- Segment accounts by value and by the effort they require
- Match field, inside, channel or hybrid coverage to account value
- Balance potential, travel and workload in a territory design
- Set quotas against honest territory potential
- Manage transition and account handover without losing relationships
- Review coverage as the market shifts and cost unworked territory

Who should attend

- Sales directors and regional managers
- Sales operations and planning staff
- Commercial managers designing route to market
- Distributor and channel managers
- Business owners structuring a sales team

Course outline

- 01 Inherited rather than designed
- 02 Measuring market potential
- 03 Segmenting by value and effort
- 04 Field, inside, channel and hybrid coverage
- 05 Balancing potential, travel and workload
- 06 Quota setting against potential
- 07 Transition and account handover
- 08 Reviewing coverage and costing unworked territory

Upcoming dates

Dates	Venue	Format	Fee per delegate
9 to 10 December 2026	Lusaka, Zambia	Classroom	USD 795
18 to 19 February 2027	Windhoek, Namibia	Classroom	R11,950
30 to 31 March 2027	Online	Online	R6,500



Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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