

Intermediate Territory Management

Course Description:

TM 201V is the online version of TM 201 and is the 2nd course in the series of three courses for territory management. This is instructor lead, online in 2-hour blocks. 201 is aimed at mastery. The ability to achieve the performance objectives from this course should elevate the territory manager to a strong contributor in their territory and also for the team and the organization.

Format: Virtual Course, Ten 2-Hour Sessions

Tools:

Connect 360° Assessment Tool will be utilized prior to course and at 30-, 90- and 180-days post-course. Scores will be used to demonstrate improvement and also to compare to other team members within the same company and other TM's from other companies in same and like industries.

The Connect Difference:

1. The traditional academic model aims for learners to **know** things. Connect learners are expected to **do** things. Each course has three PO's (Performance Objectives). These are three things the learner needs to be able to **do** to be successful in their role.
2. All Connect OEM courses are built around the premise that the dealer is not your customer, they are a partner in distribution. Dealers don't need to be sold to. Dealers need to be educated, equipped, and motivated. That enables them to sell to the customer.

Performance Objectives:

All PO's from TM 101V plus:

1. **Demonstrate deep understanding results of evaluations and strengths & weaknesses of tools being used.**
 - a. Recognize and identify "red flags" and "green flags" in mature dealers that are not caught with regular evaluations.
 - b. Identify and understand when there are factors outside of regular prospect evaluation that may positively or negatively effect future partnership and performance.
 - c. Communicate the business case for acting on higher level learnings and observations.
2. **Construct and execute territory plan that will net maximum results from territory in 3-5 year timeframe.**
 - a. Adapt available tools to maximize effectiveness and win partnerships with all sizes of prospects with little help from leadership or other departments.
 - b. Propose and implement initiatives, often custom to the situation, to improve the performance of underperforming dealers. Measure, track and report improvement results to sales leadership.
 - c. Recognize specific needs of dealers being onboarded and adapt onboarding program to maximize results.
3. **Actively engage with dealers and OEM on strategic planning at both the OEM and dealer level.**
 - a. With larger, multilocation and corporate dealers, be a peer to the VP and other executive-level people.
 - b. Collect learnings from the field and communicate to leadership including full cause and effect of market conditions and OEM decisions.
 - c. Make business case to dealers about new programs, promos and products to ensure adoption.