



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Sales Territory Analysis and Management

Health Sciences and Social Services / Curative Health

Unit Standard 259358 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to conduct a thorough sales territory analysis, enabling them to identify market opportunities, allocate resources effectively, and develop strategic plans to optimize sales performance. Participants will learn to assess territory potential, evaluate customer segments, and implement data-driven management techniques to drive revenue growth.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	259358
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply sales territory analysis techniques to evaluate market potential and customer distribution.
- Analyze sales data and demographic information to identify high-potential segments and emerging trends.
- Evaluate current territory performance against key metrics such as revenue, market share, and customer satisfaction.
- Design a strategic territory plan that optimizes resource allocation, routing, and coverage.
- Implement monitoring and review mechanisms to adjust territory strategies based on performance feedback.
- Demonstrate the ability to present territory analysis findings and recommendations to stakeholders.

WHO SHOULD ATTEND

- Sales managers, business development professionals, and sales representatives who are responsible for managing and analyzing sales territories to improve performance and achieve organizational goals.

COURSE OUTLINE

Day 1: Foundations of Sales Territory Analysis

- Introduction to sales territory management
- Key concepts: territory, quota, potential, coverage
- Data sources: internal CRM, external market data
- Methods for defining territory boundaries
- Balancing workload and opportunity across territories
- Introduction to territory analysis tools

Day 2: Data Collection and Territory Mapping

- Data collection techniques: surveys, CRM extraction
- Data cleaning and validation
- Introduction to GIS and mapping software
- Geocoding customer locations
- Creating heat maps and density plots
- Analysing sales potential by region
- Practical exercise: mapping a sample territory

Day 3: Territory Design and Sales Force Allocation

- Quantitative methods: clustering, equalisation
- Workload analysis and coverage models
- Sales force sizing and deployment
- Scenario analysis for territory realignment
- Balancing account assignments
- Practical exercise: designing territories from data

Day 4: Performance Monitoring and Territory Management

- Setting KPIs: sales, market share, penetration
- Performance dashboards and reporting
- Analysing variances and root causes
- Territory realignment triggers
- Managing channel conflicts
- Practical exercise: building a performance dashboard

Day 5: Strategic Integration and Practical Application

- Linking territory analysis to business goals
- Creating a territory management plan
- Communication and buy-in strategies
- Ethics and compliance in territory management
- Comprehensive case study: full territory analysis
- Final presentation and feedback

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 259358) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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