

## Veon releases Territory management for SugarCRM

With Territory Management, Managers can gain an up-to-the minute view of their individual territory pipeline from the highest level to the most granular. Regional sales teams can keep lock-step with one another when collaborating on important deals.

Benefits include better insight into sales effectiveness and performance by territory

- Easy set up and assignment of territories
- Simplifying territory realignments after sales reorganizations
- Eliminating lag time in lead assignment
- Stretching your selling day and spending more time with your customers
- Planning effectively and avoiding losing sales to better organized competitors
- Selling more, earning more and accomplishing more
- Setting goals and priorities to maximize your selling effectiveness
- Increasing selling time by minimizing distractions and procrastination
- Maintaining contact with key prospects and accounts
- Making more productive use of travel time
- Improving your return on investment (ROI) and reducing turn-around time

Territory management develops and implements a strategy for directing selling activities toward customers in a sales territory aimed at maintaining the lines of communications, improving sales coverage, and minimizing wasted time. It includes the allocation of sales calls to customers and the planning, routing, and scheduling of the calls.