

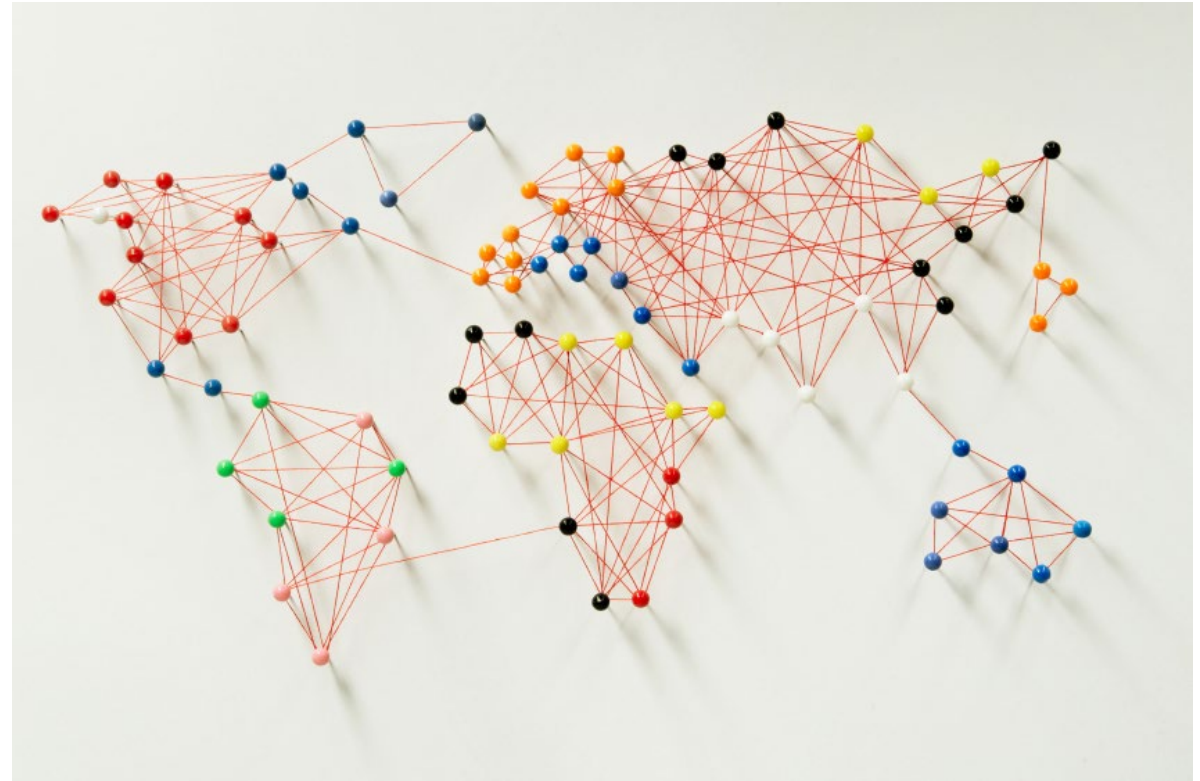


# **Abbott**

## ***Key Account & Territory Management***

# MODULE 3

## Designing Strategy for Effective Territory Management

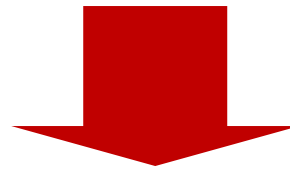
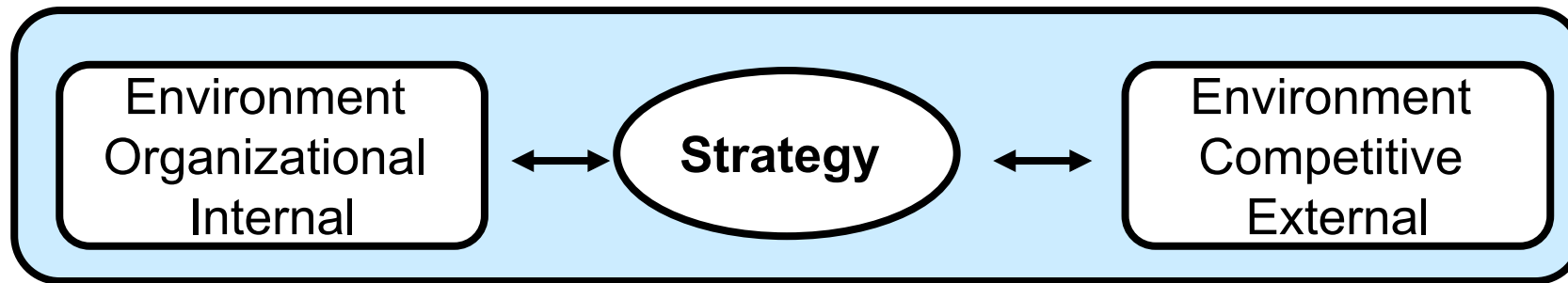


# Analisa SWOT

internal	<b>Strength</b>	<b>Weaknesses</b>
external	<b>Opportunities</b>	<b>Threats</b>



# Strategy analysis and formulation



**Strategi Menghubungkan**  
Company Internal and External Environment

# 1. SWOT Matrix

<p style="text-align: center;"><b>External Environment</b></p> <p style="text-align: center;"><b>Internal Environment</b></p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• O1.....</li> <li>• O2.....</li> <li>• O3.....</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• T1.....</li> <li>• T2.....</li> <li>• T3.....</li> </ul>
<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• S1.....</li> <li>• S2.....</li> <li>• S3.....</li> </ul>	<p style="text-align: center;"><b>S – O (AGGRESSIVE)</b> Using Strengths to take advantage of opportunities</p>	<p style="text-align: center;"><b>S – T (INNOVATIVE)</b> Using Strengths to deal with Threats</p>
<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• W1.....</li> <li>• W2.....</li> <li>• W3.....</li> </ul>	<p style="text-align: center;"><b>W – O (CORRECTIVE)</b> Handling Weaknesses to take advantage of opportunities</p>	<p style="text-align: center;"><b>W – T (DEFENSIVE)</b> Minimize Weaknesses and avoid Threats</p>

# Confrontation Matrix

empty	= <b>no correlation</b>
0	= indirect correlation
-	= negative issue
- -	= very negative
+	= positive issue
+ +	= very positive

<p style="text-align: center;"><b>External Environment</b></p> <p><b>Internal Environment</b></p>	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Penetration of smartphone device of 98%</li> <li>• Consumers orient by reading reviews</li> <li>• Online shopping is here to stay</li> </ul>			<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• <b>Highly active competition</b></li> <li>• Treat of new entrants from low labour countries</li> <li>• Threat of substitutes</li> </ul>		
<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• High online visibility</li> <li>• <b>Motivated staff</b></li> <li>• 5 star online shopping web</li> </ul>						
<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• <b>Marketing hasn't been updated over 10 years</b></li> <li>• <b>80% of review has negative tone</b></li> <li>• Profit has declined by 20% in the last 4 years</li> </ul>				<p style="text-align: center;">empty</p>		
				0		
				-		
				- -		
				-		

Internal Environment \ External Environment		Opportunities:			Threats:		
		<ul style="list-style-type: none"> <li>• O1.....</li> <li>• O2.....</li> <li>• O3.....</li> </ul>			<ul style="list-style-type: none"> <li>• T1.....</li> <li>• T2.....</li> <li>• T3.....</li> </ul>		
<b>Strengths:</b> • S1..... • S2..... • S3.....		+		+	--	-	+
		++	++	0	+	--	
		+		+		-	-
<b>Weaknesses:</b> • W1..... • W2..... • W3.....		0	--			--	-
		+	--	0	--	-	0
				--	-	--	--

## Confrontation Matrix

- empty = no correlation
- 0 = indirect correlation
- = negative issue
- - = very negative
- +
- + + = positive issue
- = very positive

# List of key issues

Positive issues:  
Recommended strategy

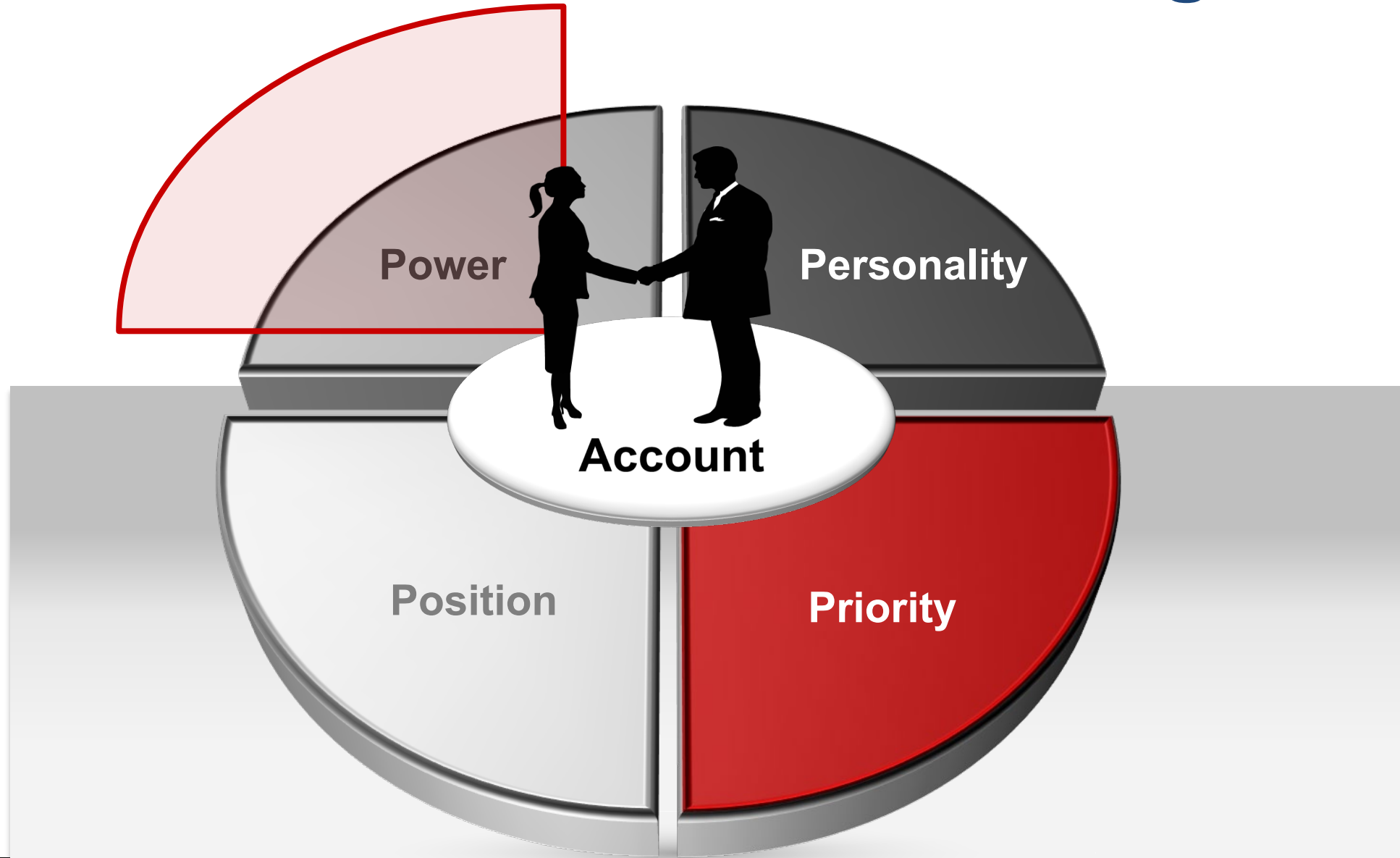
Negative issues:  
Central issue

“The fact that.. vs the fact that... company will...”

# Territory Strategies

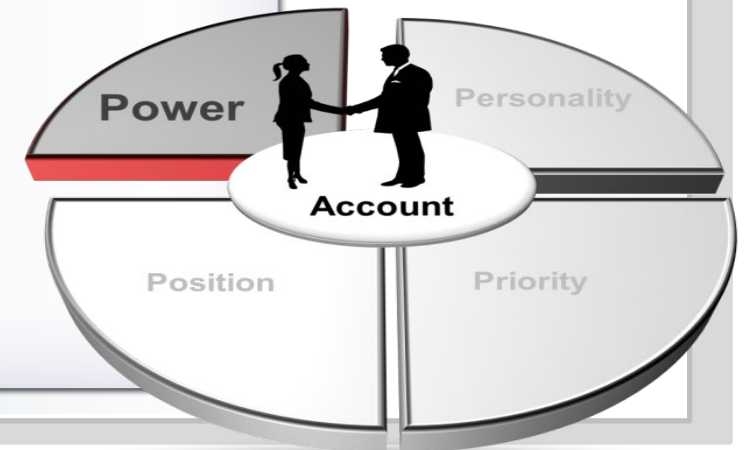
Territory Action Plan			
Justification			
Resources			
People involved			
Goals	Short term	Medium term	Long term

# Account Centred Selling

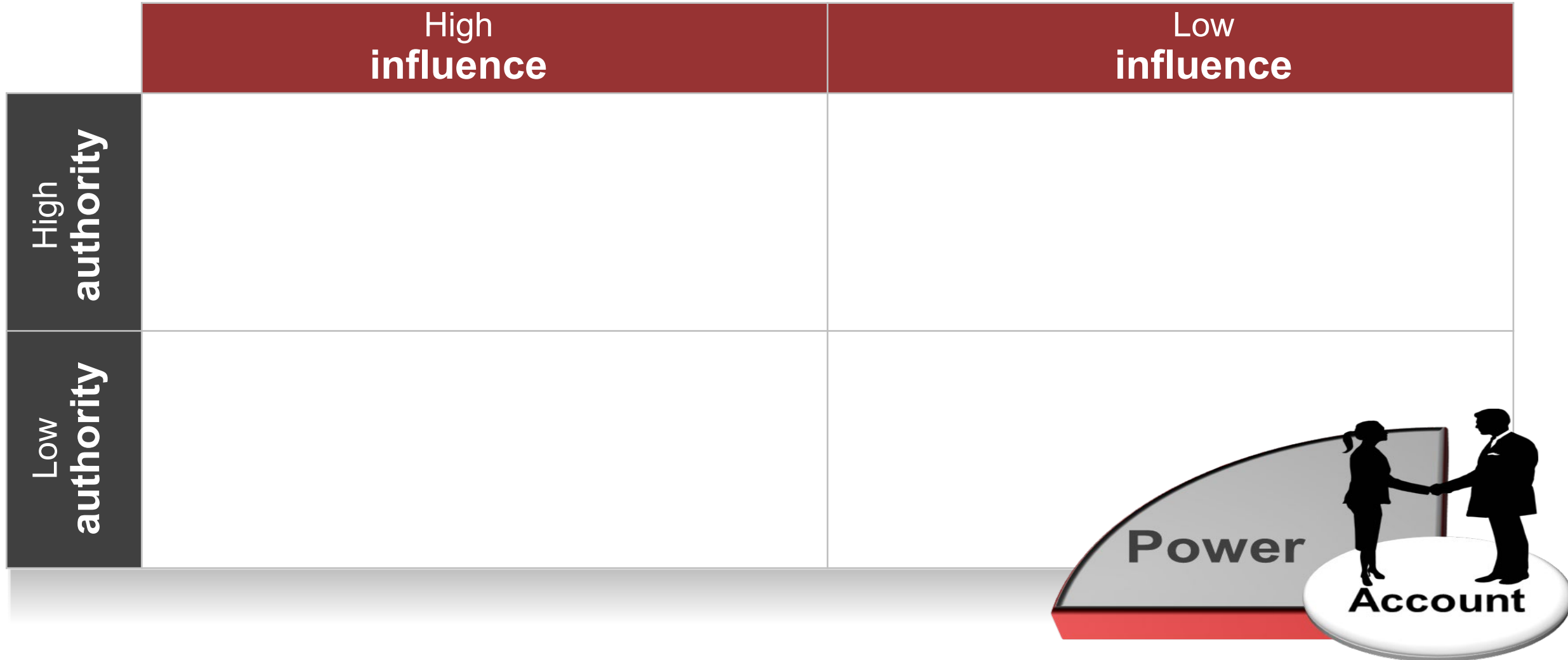


# Power In The Account

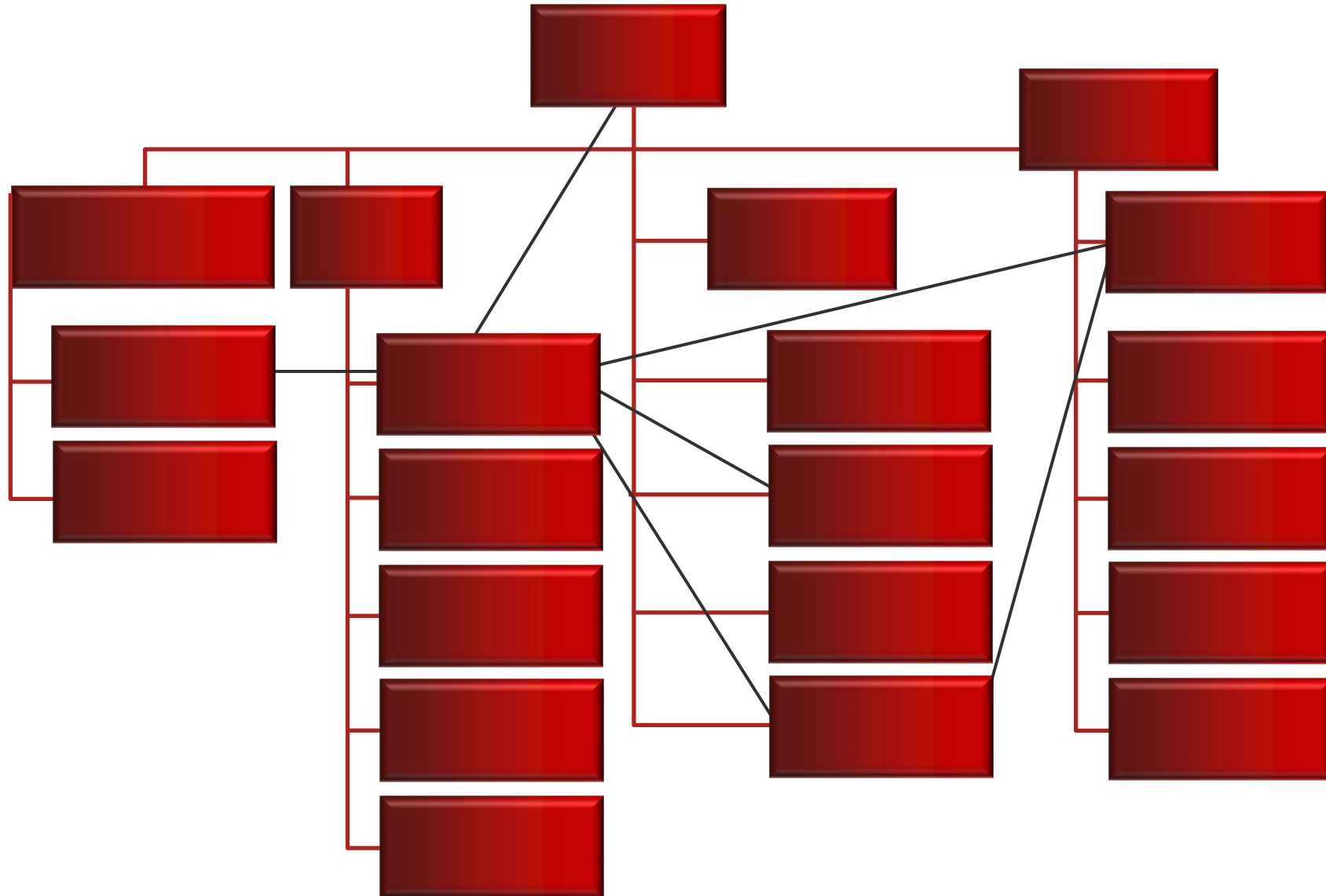
- What do we mean by “**power in the account**”?
- What **sources of authority** and / or influence can people have over the decision making process?
- What are some issues / concerns KAM’s should consider in the area of influence in the **decision making process**?



# Account Centred Selling – Power Grid



# Organisational chart - sample



# Account Organizational Structure

## Group Discussion

- Describe the organizational structure of the selected Account
- Write down the names of several people involved in the buying, using, and decision-making processes.
- Presentation



## Step 1

Draw organizational structure with all the potential person that will be involved in the sales opportunity

### Step 5

**Make a personality sign for each person:**

E: Expressive  
A: Amiable  
An: Analytical  
D: Driver

D

### Step 2

**Make a Contact History sign per person:**

DC

RC: Regular Contact  
IRC: Irregular Contact (kurang dari 6 kali per tahun)  
LC: Little Contact (pernah bertemu, tapi jarang contact)  
NC: No Contact

### Step 4

**Make a Relationship sign per person:**

A: Advocate (support us to win the sales opportunity)  
P: Promoter (promote us nce in a while)  
F: For us (like us but not trying to make us win)  
S: Stable (neutral)  
E: Enemy

A

### ACTION PLAN

What are the important action plans that you have to do now

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

### Step 3

**Power and Influence**

Blue color and circle for People Power (PP)

Blue color and square for Decision Maker (DM)

Red color and curcle for Influential People (IP)



# Breakout Room

## Stakeholder Mapping