



Territory Alignment Can Boost Sales Performance

QuickTake
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TerrAlign provides optimization technology for sales forces

Take

One key aspect of improving the performance of a sales organization is to align sales territories with the abilities of the sales force and the revenue potential of customers. To make available accurate information and analytics for this purpose, TerrAlign offers TerrAlign 4, software that enables sales operations to establish sales territories by geography and make changes to them dynamically. The company also offers eMap, a Web-based tool that field managers can use to understand and improve sales efforts by analyzing the geography and historical and projected future performance of sales territories. eMap can run inside of salesforce.com to simplify understanding of sales territories and accounts for improving operational performance.

Ventana Research has established research coverage of TerrAlign, whose products address the capabilities needed to improve sales operations and performance. Organizations that need a simple but sophisticated approach for optimizing sales potential through territory alignment should examine how TerrAlign could help their efforts.

About Ventana Research

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