

Territory Management Automation with Openprise

Align salespeople with the best prospects to deliver the most revenue

A Sales Management Association survey of over 100 enterprise companies found that “companies using technology in territory design had 10% higher achievement of sales objectives than the average,” yet 64% of companies still feel their territory management is either ineffective or only somewhat effective. Automating this process can lead to higher revenue outcomes, but doing it right can be a challenge.

Territory management automation is part of the Openprise RevOps Automation Platform, which automates hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments.



Territory management requires a series of foundational processes in place and always running.

Build a proper foundation for your territory management program

Sound territory management depends on a solid data foundation. Openprise automates all the critical components you need to deliver more revenue from your sales team.

- **Data cleansing:** Continuously clean and dedupe incoming leads to quickly route each to the right rep.
- **Enrichment:** Update contact information and other key fields to prioritize leads so that reps easily connect with hot prospects.
- **Segmentation:** Segment accounts by attributes like company size and industry to craft more granular territories.
- **Account hierarchy:** Make sure that leads from large, complex organizations route to the right owner with the expertise to follow up successfully.
- **Territory planning:** Ensure proper territory balance to deliver the most revenue from your salesforce.
- **Account carve:** Assign accounts to the appropriate salesperson based on territory definitions.
- **Lead-to-account matching:** Associate leads with the right account to ensure leads route correctly the first time.
- **Partner deal registration:** Track registered deals to ensure partners receive the support they need while delivering a seamless prospect experience.
- **Lead scoring and grading:** Prioritize the most important leads based on behavioral, demographic, technographic, and firmographic factors, as well as intent signals.
- **Lead routing:** Send leads to the right rep every time.

Streamline your tech stack with a single platform

Consolidate your stack and eliminate inefficient point solutions with a single platform that automates hundreds of RevOps processes. Boost productivity with a cost-effective and stable tech stack, eliminate data silos, and get more time to focus on what drives revenue

Take advantage of flexible and distributed administration

Accommodate inevitable territory shifts by making it easy for different regions to make their own changes in minutes.

Improve speed and accuracy with clean data

Territory management is only as good as the underlying data that feeds it. Openprise continuously cleans, enriches, dedupes, and matches leads to accounts, so your processes always run on pristine data.

Test out changes before going live

Use Openprise as a sandbox to see territory and routing changes before they go live and confidently roll out changes to your territory strategy.

Contact Openprise:
info@openprisetech.com
(888) 810-7774
www.openprisetech.com

About Openprise

The Openprise RevOps Automation Platform fuels company growth by automating hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments. Openprise is a single, no-code platform that can help to simplify even the most complex RevTech stack. For more information, please visit www.openprisetech.com.