# Territory Plan Template

**Territory Information**

Territory Name:

Assigned Rep:

**Territory Overview**

Provide a brief description of the territory, including its geographical scope, industry focus, and any relevant market trends.

**Target Criteria Insights from Previous Closed-Won:**

* Industry
* Number of employees
* Account score
* Etc.

**Target Accounts:**

List the key accounts in your territory that you will prioritize.

| **Account** | **Why Target?** (number of employees, industry, similarities to previous closed won opps, scoring/propensity) | **Who to collaborate with?** (resources needed from marketing, Introductions to/from partners,SDR warm up) | **Relevant Gives** (incentives, event invitations, marketing collateral, special offers) | **Revenue Potential**  (include brief note about how this was derived) | **Engagement Dates** (Period of outreach before removing account from sequence) |
| --- | --- | --- | --- | --- | --- |
| *Example: Walmart* |  |  |  |  |  |