

Optimizing Sales Territories: The Impact of Account Scoring with Okorio

EMPOWERING SALES SUCCESS WITH ACCOUNT SCORING:

At the core of any thriving sales organization lies the art of territory carving. It's not merely about dividing the map; it's about ensuring each member of your sales team has an equal shot at success, to meet and exceed quota, and drive strategic revenue growth.

Enter account scoring by Okorio within Workday Adaptive Planning, a strategic edge that transforms territories from lines on a map into dynamic engines of success, exclusively tailored for your organization.

EMPOWER SALES: TERRITORY CARVING WITH ACCOUNT SCORING

In the pursuit of sales success, every advantage matters. Account scoring isn't merely a tool; it's a game-changer for your territory carving strategy.

Embrace it with Okorio to unlock your sales organization's full potential, driving efficiency, effectiveness, and revenue.

It's time to elevate your game and unleash equitable distribution with account scoring in Workday Adaptive Planning by Okorio.

WHAT IS ACCOUNT SCORING?

Account scoring is a systematic approach to evaluating the potential value of each customer or prospect within your sales universe. By assigning scores based on various factors such as employee demographics, propensity to buy, annual IT spend, or even purchase history, your organization will gain invaluable insights into where efforts should be focused.

THE KEY TO EQUITABLE DISTRIBUTION

In the world of sales, not all accounts are created equal. Some represent low-hanging fruit, while others require more nurturing and effort to bear fruit. By employing account scoring, Active Cyber ensures these nuances aren't overlooked in the territory carving process. Equitable distribution isn't just about divvying up the number of accounts evenly; it's about allocating them to maximize success for each member of the sales team.

EQUALIZING QUOTA ACHIEVEMENT

Quotas are the lifeblood of any sales organization, driving motivation and guiding performance. Yet, without a fair distribution of accounts, achieving these targets can feel like an uphill battle for some while a cakewalk for others. Account scoring levels the playing field, empowering every sales rep with a balanced portfolio.

REACH OUT TO LEARN MORE



sales@okorio.com | www.okorio.com

