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# Charles Matrix Greylock Territory

1. As described in my video, I would divide my sales territory in the following way: First, I roughly split the Fortune 500 into 7 parts; however, I have also considered our focus industries and geographical constraints in designing the boundaries.
   * California and Washington: The person would be based in San Francisco. Their focus would be on Silicon Valley and the tech firms in the area. However, they would also travel up to Washington to meet with tech firms there.
   * Texas and the Rockies: There are a lot of firms headquartered in Texas due to the low taxes. The person would also have responsibility for the mountain regions, but would likely not spend any time there.
   * The South: The South is the growing home of manufacturing. Sothern states generally are anti-union, meaning manufactures are moving to those states. This person would sell primarily to manufacturers.
   * The Midwest: This person would be based out of Chicago which is home to many companies. In particular, many manufacturing firms have homes in Chicago. This person would also work with Minnesota and Michigan which have a diverse set of companies, primarily blue chip. These might not be current focus companies, but I think they should be.
   * Boston and New York: The sales person in New York would be responsible for New York City and Boston. New York has many particularly many financial intuitions, though they also have many other companies. Boston has many pharmaceutical research labs, among others.
   * Philadelphia, DC, and Virginia: The DC area has many military and governmental customers. Although they are not a focus industry now, I think we could make inroads in this area, especially since the government is spending heavily on IT systems in the “War on Terror”
2. In the second year I plan on keeping roughly the same territories. I may make some adjustments after reviewing the results from the first year and talking to the sales people. However, I do not plan on splitting the territories any further, with one exception. Instead, I would split the existing areas by industry and add a second person. I think this would allow salespeople to specialize by industry would allow them to really customize their pitch. In addition, the existing sales people could keep their existing customers. The new people would likely focus on developing new industries. The one exception is that I would split Boston and New York into two territories because I think that they would now have enough volume to merit a dedicated person.
3. I would disclose this higher quota now. I think disclosing it now would allow them to properly set their expectations so that they are not surprised and require incentives for this much higher goal. By disclosing it now, it is part of the job.