

## Strategically Plan Sales Territories with Technology Intelligence

### Capture Markets and Increase Sales with Optimized Territory Plans

Sales territories define how the efforts of your sales team will be divided. Technology intelligence gives you deep insights into your territories, allowing you to identify and prioritize the accounts with the highest propensity to buy. By using detailed information on what technology products your prospective buyers have installed and what they spend on those products, your sales team can focus their efforts on the most revenue-boosting accounts in each of their territories.

### How Tech Intelligence Creates More Profitable Sales Territories

1. Provides a more accurate picture of your total addressable market (TAM), allowing you to expand into new territories with confidence
2. Segments your TAM to discover the territories with the greatest revenue potential
3. Finds accounts that best fit your ICP, so you can focus on those with the highest propensity to buy

### How Rubrik Used Tech Intelligence to Optimize their Sales Territory Planning

**Challenge:** Rubrik used to assign sales territories based on a set number of accounts matching a specific annual revenue size. However, without deeper insights, it was difficult to create equitable territory assignments as their enterprise sales team grew.

**Solution:** Rubrik now uses IT spend and tech install intelligence from HG Insights to create more valuable territory assignments for its reps and make strategic decisions on where to invest next. IT spend shows Rubrik what companies spend on cloud storage services, allowing them to see what their real opportunity is and determine where to allocate more sales resources.



“HG Insights gives us the intelligence we need to provide our sales reps with more valuable territories and be strategic about where we invest sales resources next. This allows us to be efficient with our budgets while also maximizing our revenue potential as a startup!”

Balrit Singh  
Sales Planning Manager  
Rubrik

To see how Tech Intelligence from HG Insights can turn your sales territory planning into a strategic advantage, contact us today at [Sales@HGInsights.com](mailto:Sales@HGInsights.com)