



EXPLOITING UNTAPPED POTENTIAL

BOOST SALES SUCCESS THROUGH OPTIMAL TERRITORIES

It's vital to begin early and come up with a solid plan when optimizing or restructuring a sales structure. The various stages of a restructuring take time to plan and implement. Restructurings also require the involvement of many individuals, from company personnel to customers.

Years of experience have shown us that many companies don't examine the soundness of their territory structures frequently enough. This inevitably results in the loss of efficiency, market share and growth opportunities.

A territory restructuring or optimization quickly pays for itself thanks to the resulting increase in efficiency.

We've helped hundreds of companies successfully restructure their sales territories through our expertise, proven methods and attention to detail.

NUMBER OF
SALES CHANNELS

53% MORE
THAN ONE

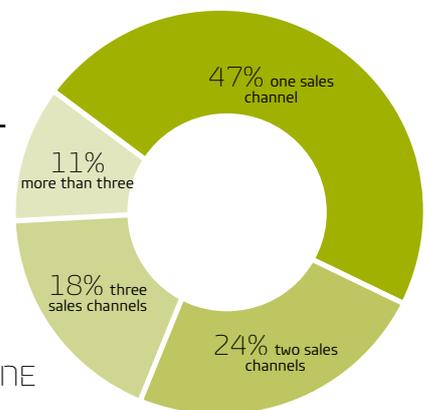


Illustration source:
GfK study on sales territory planning practices 2012



OPTIMIZING TERRITORIES IS SIMPLER AND FASTER THAN EVER BEFORE

Thanks to modern planning tools, a restructuring can be completed in a matter of hours. Parallel or international sales channels and multi-level territory hierarchies are more demanding. But the greatest challenge is always gaining consensus among all involved parties. This requires taking into account territorial exclusivity, distribution of sales opportunities and key account assignments.

Getting everyone on board requires substantial experience, objectivity and diplomacy. Impartial consultants are often better able to bring these qualities to the table. We also collaborate with companies to devise planning scenarios, which we bolster with objective data and high-impact maps.

Thanks to GfK's global network, we can provide data on potential that's tailored to your needs. If desired, we can also incorporate this information into the planning process.

Stages of a GfK territory optimization



Preliminary discussion and workshop

Time frame, planning goals and data sources

Creation of a data model

Analysis of status quo, calculation of potential, analysis of strength and weaknesses, etc.

Presentation of results

Broad participation, clarification of key points, feedback

Planning workshop

Prioritizing of target criteria, scenario-modeling, designing of optimal structure

Recommendations

Presentation of results, time frame for implementation and documentation

Implementation phase

Individual sales targets, negotiation of goals and implementation

Analysis of results

Comparison of results to targets, customer resonance, fine-tuning



MANAGE CHANGES INSTEAD OF REACTING TO THEM

A balanced structure wins over skeptics

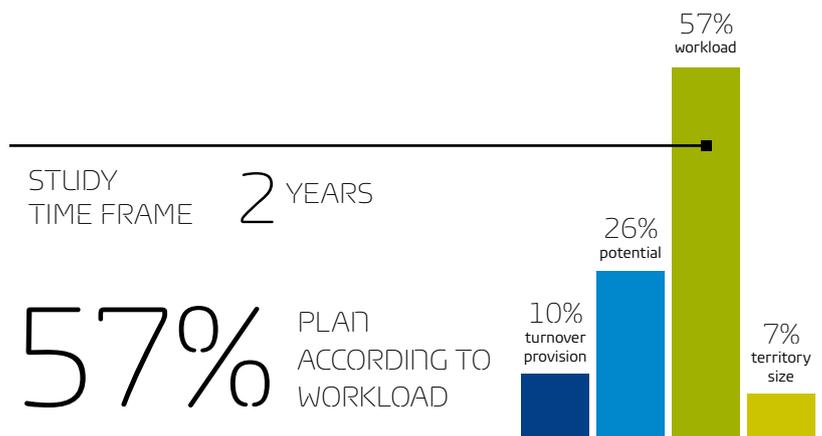
Each company must decide which key criteria should guide a restructuring. Our experts' participation in hundreds of territory optimizations have led to some valuable insights: Balancing territories according to market potential produces the best and fairest results. Only this approach ensures a company can efficiently exploit its market, which often differs starkly from region to region. Employees' motivation also rapidly soars when they see that potential is fairly and accessibly distributed across their assigned territories.

Sound change management is crucial

A half year is a good time frame for a restructuring given the many factors and participants involved. But we can of course move more quickly if requested or required by our clients.

Our guidance and use of the latest planning tools ensure that companies can successfully restructure their sales structures and avoid delays caused by internal feuding and fear of change.

This proactive approach allows you to use market changes to your advantage rather than passively letting them determine your fate. Regularly evaluating the existing sales structure is the key to securing long-term success.



HOW WE DO BUSINESS

We guide you through the entire process of restructuring your sales territories, from assessing your current structure to implementing the new structure and analyzing its effectiveness.

Our methods ensure transparency and objectivity. And we help you communicate needed changes to your team and then implement them successfully.

We document all planning steps and the results from workshops. And we give you advice and support every step of the way.

We give you clear recommendations that draw on our many years of consultancy services to companies across all industries.

And we always work efficiently, discretely and tactfully, which is why our clients regard us so highly.

What our customers are saying:

» "We repeatedly utilize the consultancy services of GfK GeoMarketing when restructuring our sales territories. They bring an enormous amount of experience with them and are able to offer clear, objective perspectives on necessary changes associated with difficult decisions."

Jürgen Scharka, head of sales at Chantelle lingerie

» "For Dr. C. Soldan, reorganizing direct sales according to the principle of fully exploiting available potential was a milestone in our planning process."

Alexander Kirsten, junior key account manager, Dr. C. Soldan

» "Your support quite simply exceeded all my expectations."

Thomas Haidvogel, sales controlling,
Schachermayer-Großhandels-gesellschaft m.b.H.

QUESTIONS?

We'd be happy to advise you: T +49 7251 9295 200 | geomarketing@gfk.com

Additional information can be found at www.gfk-geomarketing.com/territory-planning