

The sales territory planning experts



Optimize your sales structure for better results

- Get more precision and results from your sales force efforts
- Optimize your customer service and reduce travel costs
- Identify and take advantage of sales opportunities across your markets

GfK GeoMarketing: The sales territory planning experts

Unleash your full sales power into the streets!

The structure of sales territory boundaries is decisive when it comes to the success of the external sales force. Sales team members perform best when customers, sales opportunities and travel times are equally distributed and balanced. This goal can almost always be achieved through a sales territory optimization.

Do your sales operations need optimizing? Then talk to us! With almost 20 years of experience, GfK GeoMarketing's consultants will make your sales operations fit for the future. We'll help you create a sales structure that allows you to fully exploit untapped potential and spend more time with your customers.

Sales territory optimization: A perennially important theme

Due to rapidly changing market conditions, it's vital to regularly assess the integrity of a sales territory structure. Fluctuations in demand, customer distribution and competitors can quickly render a once optimally organized sales force outdated and inefficient.

Is your structure adjusted to current market conditions? Put it to the test. If you answer "yes" to one or more of the following questions, we can significantly improve the effectiveness of your external sales force through a sales territory optimization:

Checklist

- Are new business locations planned?
- Have external sales force lines been consolidated?
- Has the number of external sales force members changed since the last optimization?
- Is the existing sales territory structure one that grew "historically"?
- Has it been more than two years since the last sales territory optimization?



Optimize your sales territories and reap the benefits!

The first step in a sales territory planning is to assess the current situation. A geomarketing approach puts everything on the map: Regional strengths and weaknesses can be quickly identified when customer locations, business sites, turnover and so on are illustrated on digital maps.

The next step involves incorporating regional market data such as information on the distribution of companies, households and/or your own turnover potential. You can then objectively evaluate the performance of your external sales force.

Keeping the goal in focus: Exploiting untapped potential

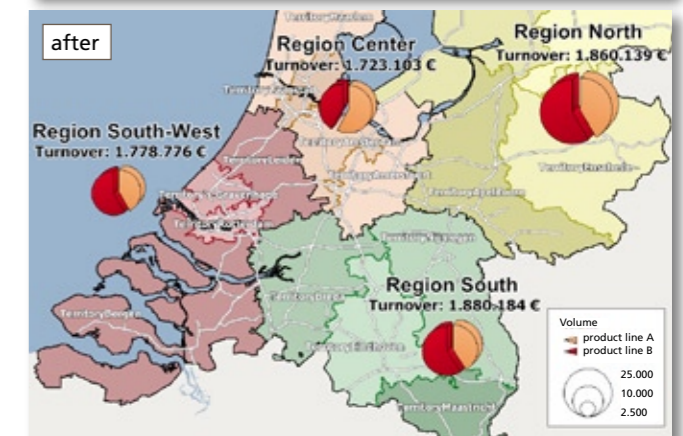
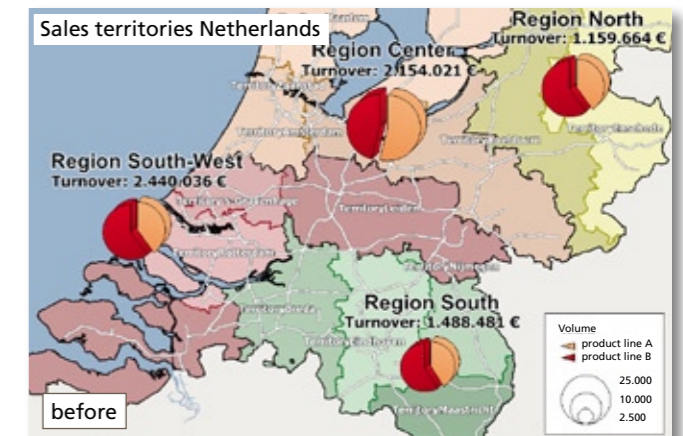
Successful sales territory planning revolves around setting clear and realistic goals. The primary goal for the new structure is always to achieve the greatest possible exploitation of turnover potential with the least possible travel time for sales force members. We help you implement an optimized structure that takes into account your unique goals, restrictions and preconditions.

Planning imperative: Get everyone on board

It's often challenging to convince sales team members of the necessity of change. This is best achieved by taking a transparent, well-documented approach. GfK GeoMarketing clearly and rigorously documents all analyses and planning results in the form of maps, data and reports. This approach emphasizes the need for change to everyone involved, from management to individual sales force members.



Free sales territory planning tips can be downloaded at:
www.gfk-geomarketing.com/planning_tips



Most common goals

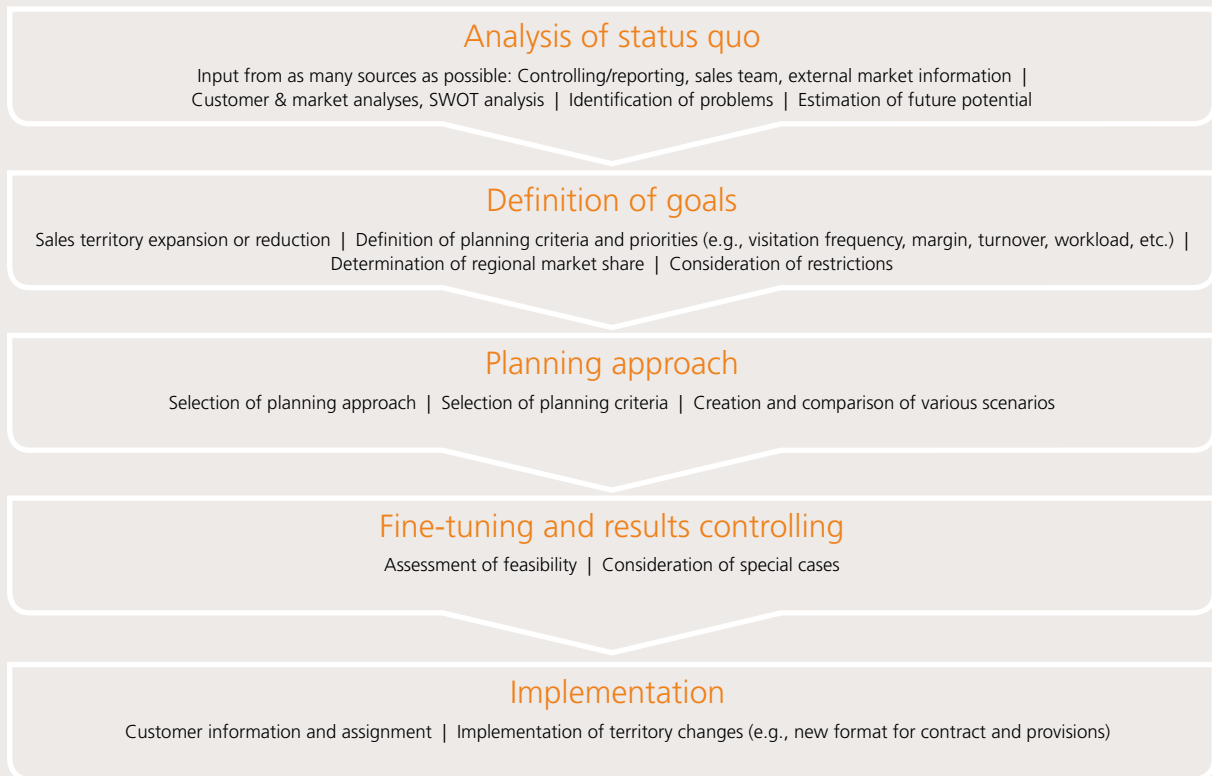
- Balanced workload among all colleagues/business locations
- Increased sales opportunities and fairly distributed chances thanks to planning according to turnover potential
- Unambiguous and comprehensive assignment coverage
- Minimized driving time
- Best possible customer service

Most common restrictions

- Preserving existing customer-employee relationships
- Maintaining contract-secured territorial exclusivity
- Taking into account employees' places of residence or business locations

The five phases of sales territory planning

GfK GeoMarketing takes a customized, client-specific approach to sales territory planning. We guide and support you in the realignment, expansion and optimization of your sales and service territories. This process generally proceeds according to the following steps:



Our strength: almost 20 years of experience, proven expertise and geomarketing products and services from one source. These qualities bring objectivity, efficiency and success to your operations!

Questions? Don't hesitate to contact us at
+49 (0)7251 9295200 or visit our website at
www.gfk-geomarketing.com/territoryplanning.

We'd be happy to assist you!



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