

## the sales battlefield

The sales world is a virtual battlefield, where achieving sales targets depends on employing the right tactics to stay on top.

Postcode mapping presents all of this information visually to understand and identify weakness in performance, the underlying causes and to help identify potential solutions.

Examples of how mapping sales information visually are:

1. Mapping sales performance against potential to identify under-performing areas where quick wins are achievable.
2. Analysing product sales by retail catchment to improve merchandising and sales revenues at store level.
3. Identifying under-performing franchises to spot opportunities for training and sales growth.
4. Finding areas of high potential where you have little presence.

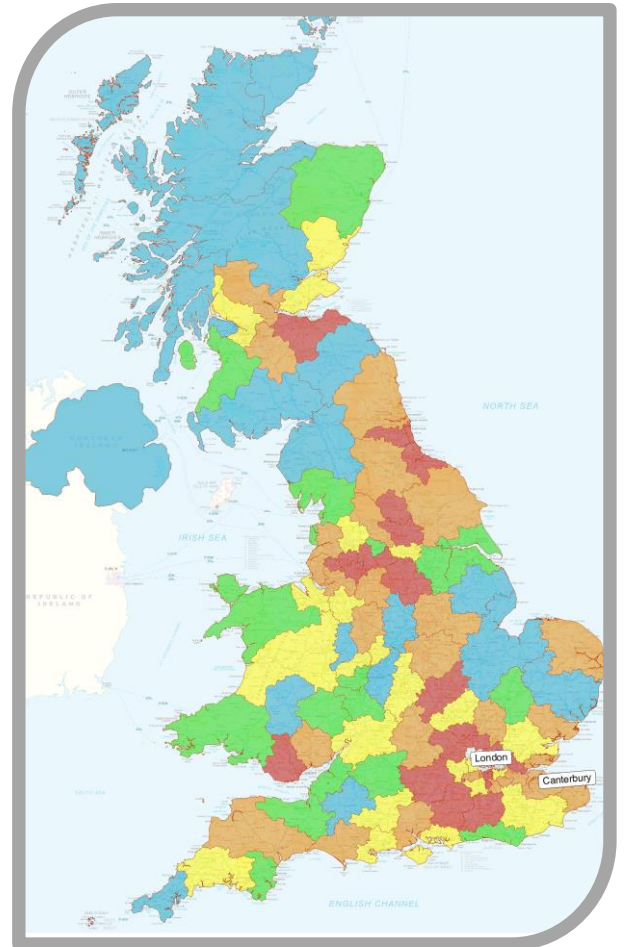


Fig 1: Sales Performance Displayed by Postcode Area

## the power of postcodes

Understanding sales performance must take into account various factors which may have influenced sales performance such as the potential market volume in the area, competitor activity and local demographics to name a few.

Postcodes provide a solid basis for combining and comparing seemingly disparate sources of information such as these. Sales data from customer locations, retail outlets, sales territories and franchises can be consolidated using Postcodes to create a single geographic view of performance.

Using additional Postcode-referenced data such as competitor locations, consumer demographics and targeted business locations allows you to form a complete picture of the UK landscape for your business that helps identify your strengths and weaknesses and becomes your roadmap for sales performance improvement.

## postcode problem solving

Knowing there is a performance issue is one thing, but putting a plan in place to remedy the problem is vital. Postcodes can help visualise and help plan the appropriate strategy.

1. Review territory structures to achieve more efficient sales coverage and performance.
2. Identify areas which may benefit from an additional franchise or retail store.
3. Counter competitive activity with localised, targeted marketing strategies.
4. Understand the reasons for underperforming franchises or retail outlets.

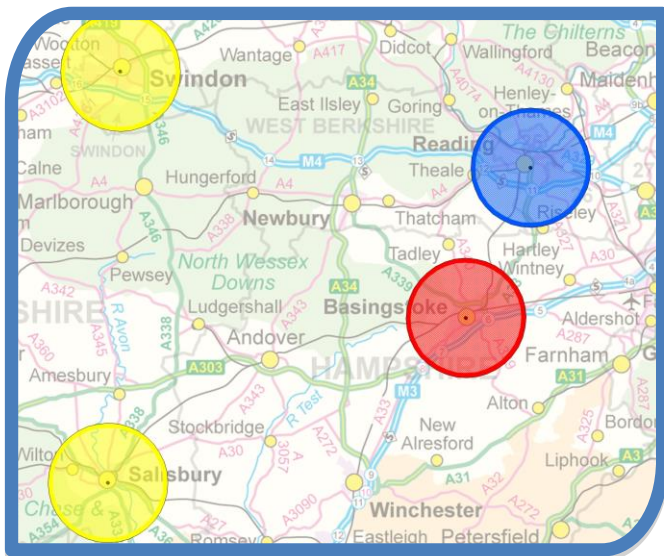


Fig 2: Store catchment sales performance analysis

## the postcode toolbox

There are a wide range of tools available to assist sales performance analysis.

From practical and useful Postcode wall maps with coloured markers and pins, to address databases and simple applications to assist with your planning.

Whatever your budget or business, we can offer expert advice and tools to help ensure optimal sales performances for your business.

## how we can help

All this information, presented in a way which is meaningful to your business, allows you to use our expertise so you can concentrate on growing your business.

Whatever information you need, we can build the solutions upon which you can build your business.

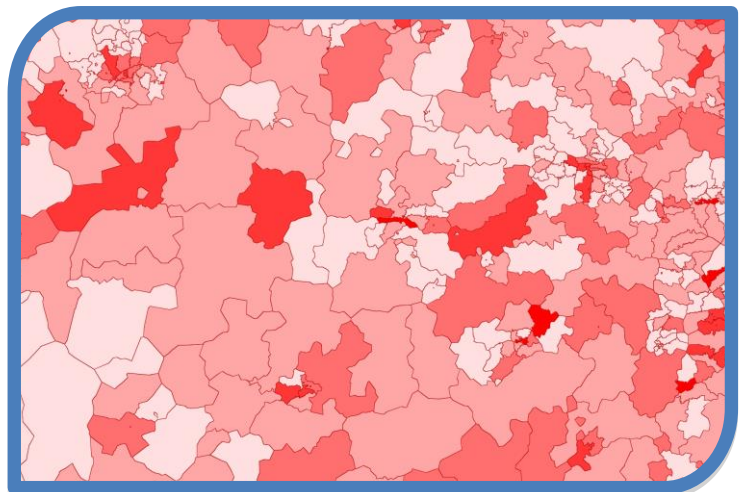


Fig 3: Market potential mapped by Postcode from low (light red) to high (dark red)