

## increase performance and lower costs

Field sales can be one of the biggest overheads of your business and it is therefore imperative that your field sales staff spend as much time in front of prospects and clients, and as little time travelling, as possible.

But drawing up sales territories is clearly a lot more complicated than simply drawing lines on a map – it must be done strategically to create the most efficient environment for your sales team, in order to improve their performance and reduce your costs.

And that's where we come in. We offer standard and bespoke Postcode mapping solutions to make developing and managing your sales territories easier.

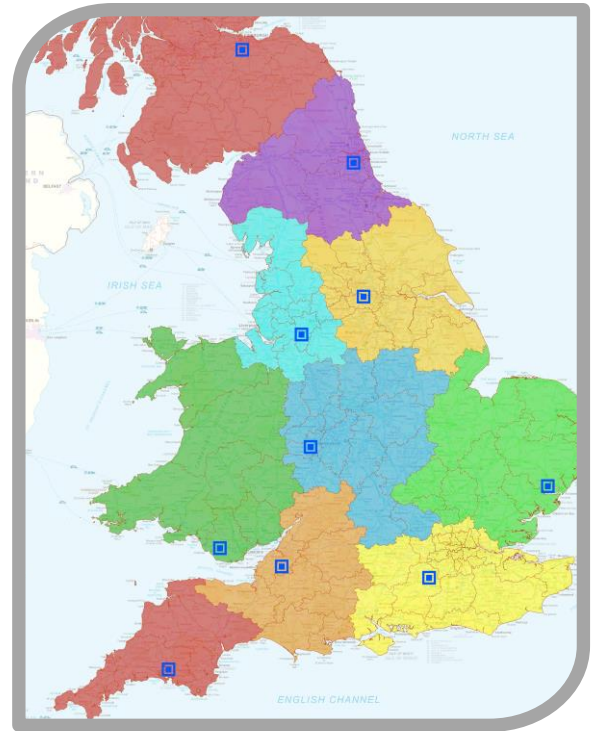


Fig 1: Optimised Sales Territories.

## why use postcode maps?

Our Postcode maps are tailored to your business so, when it comes to planning and designing your sales territories, all your tactical objectives are met. Our solutions help you to:

1. Minimise travelling times and distances for your sales staff, making sure they spend less time in the car and more time pitching to clients and customers, generating revenue for your business;
2. Ensure each sales person has equal revenue generating opportunities from their territory – essential if your sales staff are paid on a commission basis;
3. Clearly define sales territories, outlining which customers and prospects fall into each area, thereby averting any internal disputes, conflict or confusion.
4. Avoid any poorly aligned sales territories, which can lead to problems with low staff morale, loss of potential clients and squandered resources.
5. Quickly and efficiently allocate new prospects to the most appropriate salesperson, improving customer service and growing your firm's reputation.

## the beauty of postcodes

While there are many methods you could choose to draw up your sales territories, Postcodes generally offer the most effective framework for the following reasons:

- Postcodes provide national coverage at three different levels (by area, district and sector) – which make them the ideal solution for sales territory planning locally, regionally or nationally.
- Postcodes are immediately recognised and understood by most people, and can be easily related to other geographic features and business information.
- They allow the simplest method of allocating new prospects to the appropriate salesperson, providing effective customer service from the first contact as well as avoiding any potential conflict between staff.

## understanding your business

Arming yourself with the right information is key to making any business decision and Postcodes make it easier to analyse market data and maximise the potential of your sales business.

For example, if you sell directly to consumers, then residential household counts and census statistics can be used to define and quantify your target market.

And if you sell to businesses, you can calculate your target market by industry classifications, turnover and employee size.



The screenshot shows an Excel application window titled "Territory Finder". It features a red compass icon in the top left corner. The interface includes several input fields: "Postcode" with a dropdown menu showing "RG29" and a "Map It" button; "Territory" with a text box containing "Gavin Stacey"; "Telephone" with a text box containing "0101 232 4567"; and "Email" with a text box containing "gavin.stacey@email.com". An "Exit" button is located in the bottom right corner of the application window.

Fig 2. Excel applications can help support staff direct sales enquiries efficiently

## how we can help

We can provide you with a wide range of solutions tailored to your business needs and budget. We offer everything from Postcode wall maps to help you physically chart your sales territories; simple excel application development right through to custom application development.

Whatever your chosen industry, size or budget, we can offer you the tools to launch and grow your sales business to its maximum potential.