

See How Your Organization Can Grow Sales Without Adding Resources, Developing New Products, or Invoking Special Pricing!

Sales Territory Optimization

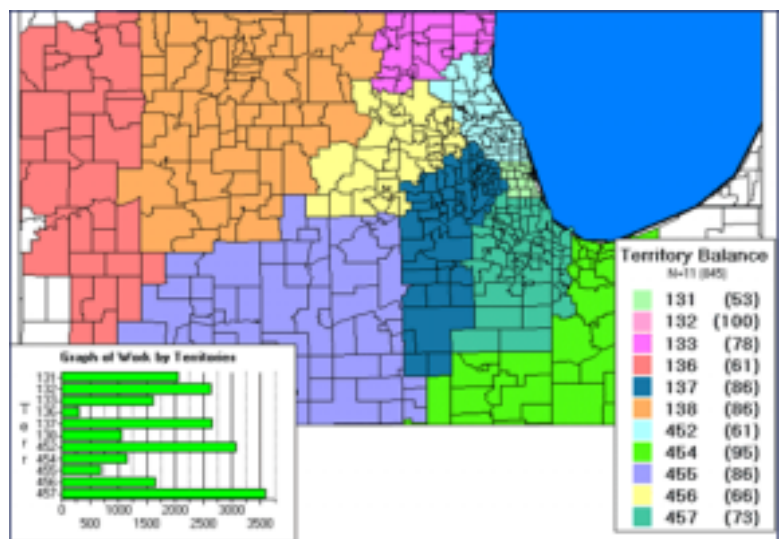
Sales territories, by nature, are based on geography. Unfortunately, too often they are out of balance. Some areas are underserved, while others are saturated. Sales and service people spend too much time driving and not enough time seeing and listening to customers. The result is sales staff turnover, low productivity and lost revenue.

Empower Geographics can help you dramatically improve the performance of your sales territories by optimizing their shape and content. This will help you minimize travel time, balance sales opportunities and maximize returns.

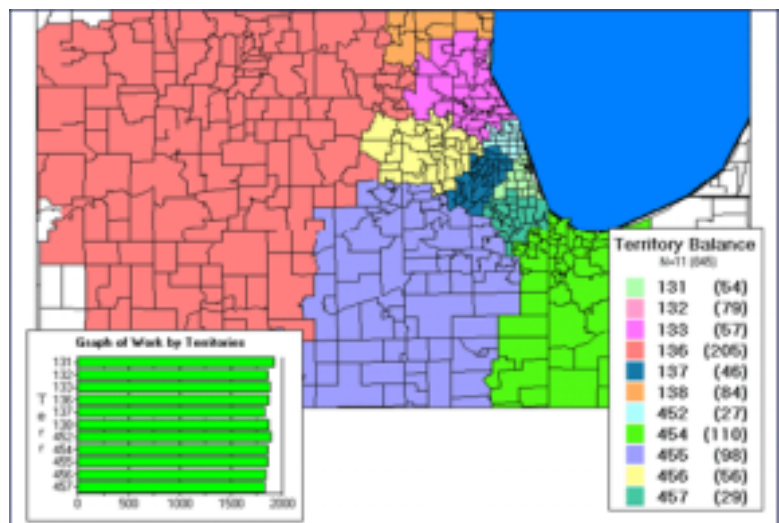
How can you tell when it's time to realign your territories?

If you see any of these telltale signs, it may be time to realign your sales territories:

- Sales territories based on historical data, not potential for sales.
- New sales teams created through an acquisition, merger, or restructuring.
- Sales staffing levels not matched to a major new strategic initiative.
- Drastic changes in sales teams over a short period of time.



Above: Territories out of balance result in an uneven distribution of workload, leading to wasted resources and lost revenues. **Below:** Properly aligned territories let you reach the most customers while optimally using your resources.



A Proven Process for Territory Optimization

Working with you, we provide Sales Territory Optimization services based on Empower Geographics' proven process:

- Analyze current territories, sales force composition, compensation plans, target markets, customer locations and market penetration.
- Assess existing territories to find underserved or saturated areas based on the number of customers and prospects in each territory, and analyze how easily they can be reached by your sales force.
- Determine the number of territories needed based on your criteria for realignment. Criteria can include equitable distribution of leads or workload, account assignment, number of sales people, travel time, location of distributors, and other variables relevant to your business.
- Rank and align territories, optimizing them at multiple levels. For example, territories that roll up into districts, districts into regions, and so on.

Provide Maps for Managers and Sales People

As part of our services, we can help you roll out your new territory assignments to your sales force. We can create personalized, detailed, and colorful maps. Every person in your sales organization will receive maps showing the boundaries of their territory and its content, including customer and prospect locations, market penetration levels and areas of high potential.

Choose Empower Geographics

Centrally located in the Chicago area, Empower Geographics offers software applications and services to solve business problems. We help our clients address challenges in acquiring customers, increasing the long-term value of customers, and improving operational efficiencies. What makes us different from others is that we use location information as the crucial component to solving business problems.

*When your unique challenge involves **where** . . .*

- Where are my best customers?
- Where can I find more customers?
- Where should I locate a store, cell site, service center?
- Where should I market my products?
- Where is my trade area?
- Where are my sales territories?
- Where are my competitors?

. . . your answer is Empower Geographics.

Benefits of Sales Territory Optimization

- Focus on new sales opportunities while preserving existing accounts.
- Identify areas of high opportunity and low penetration.
- Increase sales by reaching more customers and prospects.
- Serve best customers best by aligning resources to meet their needs.
- Retain sales people longer and reduce hiring costs by creating equitable territories.
- Reduce travel time and associated costs.
- Beat your competitors to new business opportunities.

Ask us about using maps and location information in your sales campaigns. Empower Proximity Mailer™ is our location-based direct marketing solution that helps progressive sales and marketing teams increase response rates.

FOR MORE INFORMATION:

CALL

1-888-627-7767

OR VISIT

www.empower.com

