

# How to 2x Your Business Valuation Before You Sell It



eBook  
*Series*



# To Increase Your Business's Value, You Need To Increase Your Profitability

This is easier said than done when:

- You don't know where you can cut costs without affecting productivity
- Your business data has become too complicated to analyze effectively
- You have high driver turnover, and the constant training and retraining slows your company down



# A Two-Step Plan For Increasing Your Profit Margin

# STEP 1:

## Cut Costs



## You Can't Lower Your Expenses If You Don't Understand Your Expenses

Knowledge is power. The better you understand your business, the easier it is to improve efficiency and increase your profit margin.

If your employees need to drive around all day to meet with your customers, then your greatest business expenses are likely going to be the cost of fuel and the cost of paying your employees.

# So, You Have To Answer These Two Important Questions



How much are you spending on fuel and wages?

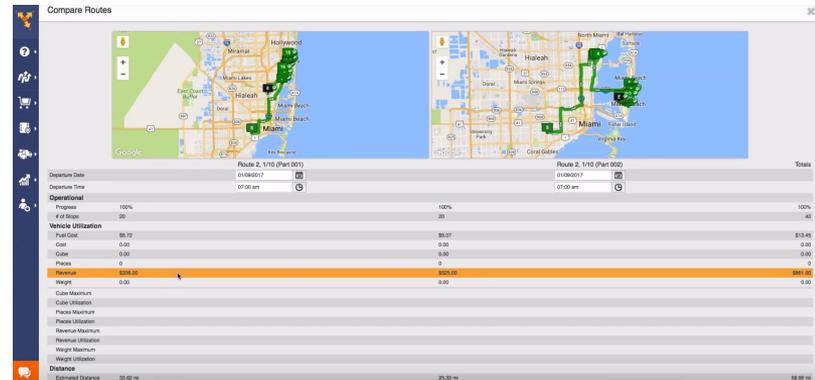
What can you do to bring those costs down?

Knowing the answer to these two questions will allow you to make your business much more valuable.

# Control Costs By Tracking And Analyzing Your Fuel Consumption

Route optimization software will lower your fuel expenses by:

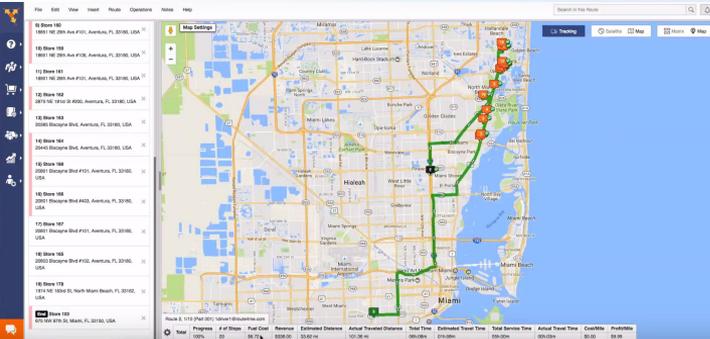
- Showing your drivers when and where to gas up
- Highlighting which gas stations have the best prices
- Tracking fuel expenses for every vehicle and every driver
- Making it easy to analyze your fuel spending habits



# The Many Benefits Of Route Optimization Software

## With route optimization software, you can:

- Synchronize your routes, drivers, and schedules
- Plan the most efficient routes possible with just the click of a button
- Track the status of your drivers in real-time
- Speed up the training process and reduce driver training costs



## STEP 2:

# Discover New Business Opportunities

## New Revenue Sources Are Out There, Just Waiting To Be Found

Cutting costs is only one part of increasing your profit margin. You also need to find new ways to make money.

Are you still planning routes manually? If so, you're missing out on a great opportunity.





## REMEMBER:

# Manual Route Planning Takes A Lot of Time

Due to the amount of time spent on manual route planning, it can result in inaccurate routes.

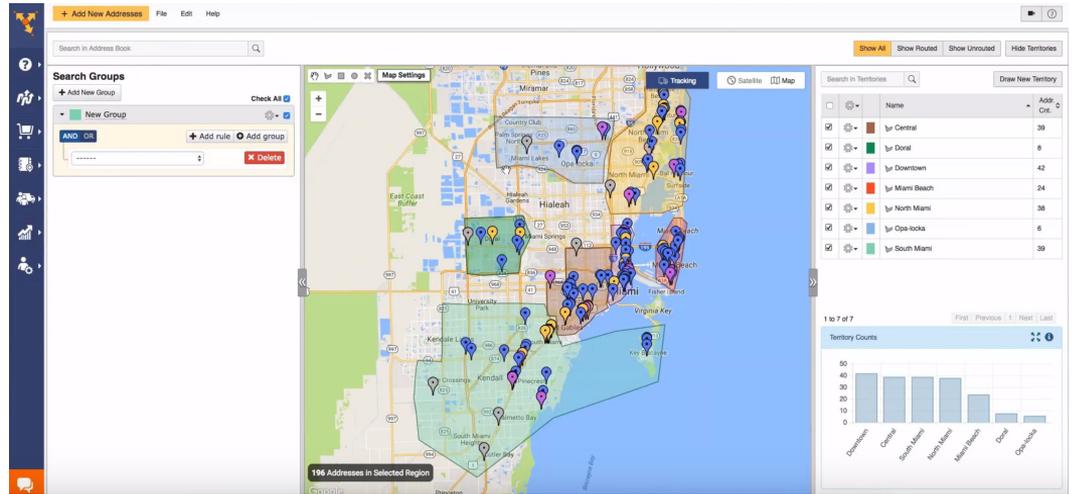
Weather, traffic, construction, and other unpredictable factors make route planning incredibly complicated.

It's just about impossible to do this task. But you don't need to plan routes by yourself.

The right software can really help you out here.

# Perfect Routes In 30 Seconds Or Less

Planning routes manually takes hours. Route optimization software can do this for you in less than 30 seconds.



# Software Makes Route Planning Faster, But More Importantly, It Makes Your Routes More Efficient

With this technology, your drivers can make more stops in the same amount of time. That means you can serve more customers without investing in additional employees.



Also, your drivers will show up on time more often. That'll keep your customers happy, so you'll be able to maintain a good reputation.

# The Benefits Of Route4Me Are Too Big To Ignore

Route4Me is powerful and easy to use software

With over one million downloads, it's one of the most used route planning programs in the world

- Use GPS tracking to ensure your drivers are sticking to their schedules
- Monitor how much you spend on gas to see which fuel efficiency techniques work the best
- Ensure your routes are as efficient as they can possibly be
- Enhance the effectiveness of your training program
- Impress your customers by showing up on time, every time



Route4Me provides you with the tools needed to increase your business's value

# Snapshots Keep Things Simple

Business data can be difficult to process. Route4Me makes it easy to see what's going on.



All the information in the world won't do you any good if you don't understand what it means.

Route4Me's dashboard shows you which areas of your business are doing well, and which areas need to be improved.

We'll help you understand your company better, so you can make more informed business decisions.

# Start Your Free Trial Today

See For Yourself What Route4Me Can Do For Your Bottom Line  
**No Credit Card Is Needed For This Free 7-Day Trial**

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Our Small Business Routing Experts  
Will Get You Set Up Right Away