

Why It's Getting Harder for Drivers to Be Profitable (and How Route Optimization Can Help)



Route4Me

eBook
Series

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It Ain't Easy To Be A Small Business In 2017



The Industry Is Changing

A couple decades ago, consumers only had local options for most goods and services.

Then, the internet happened. Amazon and eBay sprung up, and now it's easy for consumers to order whatever they want from wherever they want.

This has put a massive strain on small and midsize businesses. All the extra competition has forced companies to lower their prices in order to compete.

The background of the top section is a faded, orange-tinted map of New Orleans, Louisiana. It shows the Mississippi River, the city grid, and various landmarks like the French Quarter and the Garden District. The map is oriented with North at the top.

Route Optimization Software Levels The Playing Field

Low prices make it hard to turn much of a profit. But don't worry, route planning software will really help you out here...

With route planning software, you can guarantee that every route you give your drivers is the most efficient route possible.

This allows you to increase your profit margin in two ways. First, it lowers your expenses. Second, it increases your income.

Reduce Your Expenses With Route Mapping Software

A route planner will provide you with more efficient routes, and more efficient routes means you can visit all your customers while using less gas.

Gas is one of your biggest expenses, right? Well, you won't need to buy as much of it when you have route mapping software.





Serve More Customers Without Hiring More Employees

Using more efficient routes also means your drivers can visit more customers every day without having to rush to do so.

This solves the biggest catch-22 of running a small business: you need more employees to expand your business, but you need to expand your business in order to afford the enormous expense of hiring new employees.

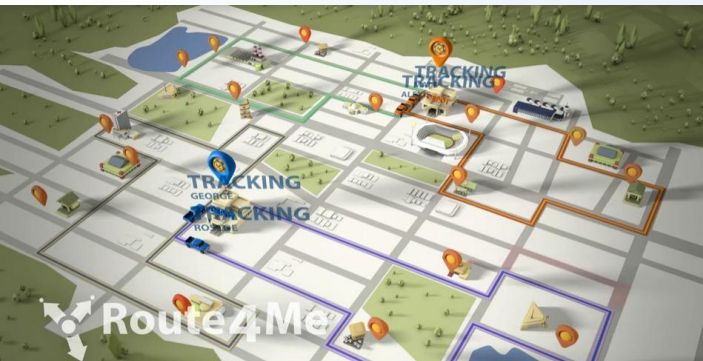
Route optimization software lets you expand your business without adding a single dollar to your payroll. You can have your cake and eat it too.

Keep A Close Eye On Your Drivers

Of course, more efficient routes won't do you much good if your drivers don't actually follow those routes.

This is why it's so important for the route planner you choose to have a GPS tracking feature.

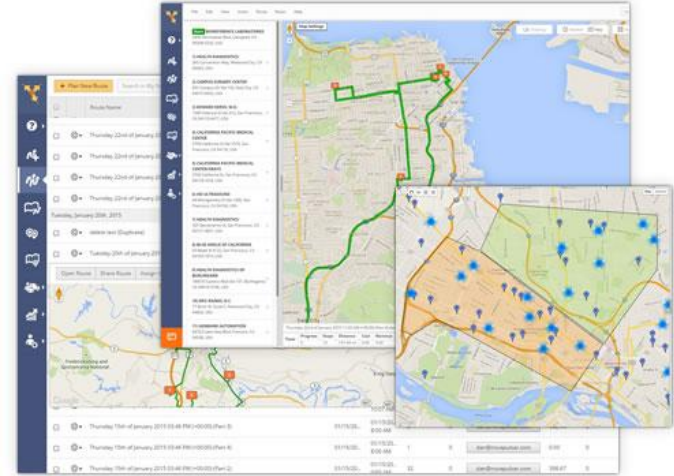
That way, you can see where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver to make sure they're sticking to their route and staying on schedule.



The Greatest Advertising Tool Of Them All

Here's how route planning software *really* increases your revenue: it helps your drivers show up on time more often, which makes your customers happier.

Satisfied customers will recommend your service to their friends and family. These personal recommendations will attract new customers more effectively than any other kind of marketing method.



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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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