# Why Are My Competitors Always Beating Me?

**Route4Me** | eBook *series*

# You Can't Manage What You Can't Measure

If you find yourself losing business to your competitors, it may be because you don't have the same tools that they do. Ask yourself these questions:

Are you able to analyze your fuel expenses?

Are you able to analyze how well your drivers are performing?



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# You Can't Manage What You Can't Measure

You probably already know that route planning software helps you get from Point A to Point B, but did you know that it also helps you keep track of your expenses and performance? With the detailed information that Route4Me provides, you can make more informed business decisions.

That's why route planning software is an absolute must-have for your business. Refusing to invest in this resource allows your competitors to hold an advantage over you.

# Four Flaws That Can Be Fixed With Route Optimization Software

# #1 You Have No Way Of Tracking Your Cost Per Route

## Managing Fleets

When you only have one or two vehicles to manage, keeping track of your expenses is fairly easy. But if your business is successful and you keep picking up more customers, you'll need more vehicles to serve those customers.



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# Knowledge Is Power

Eventually, you'll get to the point where keeping track of your expenses is no longer easy. A computer program can really help you here.

Route planning software will show you exactly how much each of your routes cost in fuel expenses and employee wages.

That way, when you try out different cost-cutting techniques, you'll actually know what's working.



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# #2 You Can't Get Your Drivers To Stay

## Employee Turnover Is Expensive

Good talent is hard to find. When you hire a driver who turns out to be exceptionally honest and hard-working, you need to do everything you can to keep that employee on your team.

Route optimization software makes a driver's job easier, so they'll be less stressed while they're working for you.



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# Making Your Drivers Stay

Also, route optimization software allows you to accurately assess driver performance. Promotions will always be objective and fair. Your drivers will love that.



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# #3 Route Planning Takes Up A Huge Chunk Of Your Day

## Ain't Nobody Got Time For That

Planning routes manually takes a lot of time. Even when you use free software or apps, you still have to do a lot of work. Free routing apps won't automatically sort your stops in the optimal order - it justs sorts your stops in the same way that you entered them in. You have to figure out the optimal order yourself.



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# Ain't Nobody Got Time For That

If you only have a handful of customers to visit, then *maybe* you can plan your routes by hand without much trouble. But what if you have dozens or even hundreds of customers? In that case, it would take you hours to plan your routes manually, and there's no guarantee that the routes you come up with are the most efficient routes possible.

Route optimization software can create perfect routes for you in less than a minute, no matter how many stops you need to make. Just imagine what you could do with all that extra time...
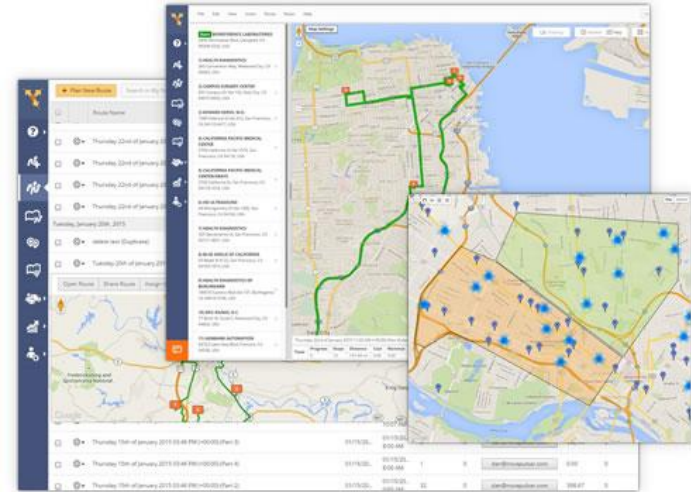
# #4 You're Not Good At Making Bids

## The Goldilocks Solution

Bidding on contracts is a delicate art.

Bid too high, and the client will probably choose one of the lower bids in order to save some money.

But if you bid too low, you won't make a profit even if you do win the contract.

You may even lose money if you misjudge how much the route will cost you in gas and labor.
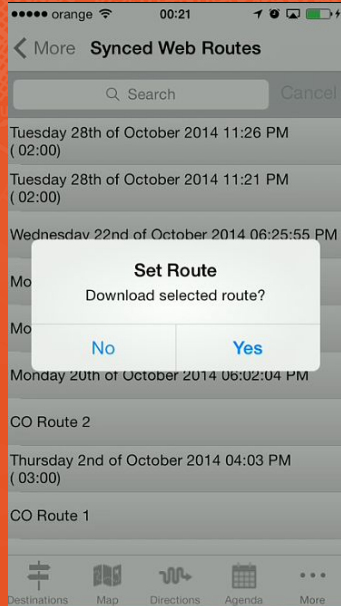
# Smart Bidding with Route4Me

With Route4Me, you can make mock routes and see how much it will cost you to run a new route. With this information, you can set bids that are low enough to be competitive, but also high enough for you to turn a profit.



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# Route4Me Helps You Step Up Your Game

# Powerful And Intuitive Route Planning Software



## No Extra Equipment Needed

The beauty of Route4Me is that you don't need to invest in any extra equipment to use it. All your drivers need to do is download our app to their smartphones (it's available on both iOS and Android), and they're good to go.

Then, you can use our GPS tracking feature to see what your drivers are doing in real-time, so you can make sure they're sticking to schedule.
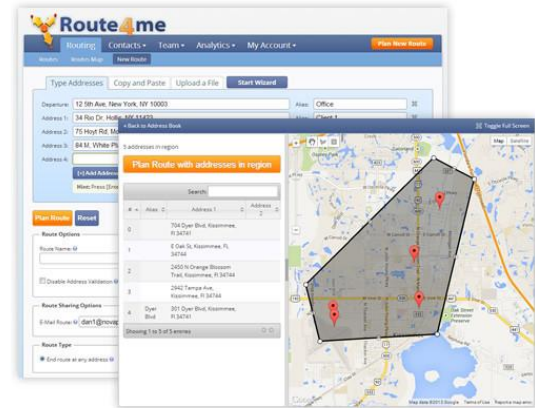
# Fast, Efficient, and Reliable

Route4Me also has an eSignature feature that allows your customers to sign for deliveries on your drivers' smartphones. You won't have to deal with any easy-to-lose paper confirmation slips anymore.

# Stay One Step Ahead of Your Competition

In conclusion, here's a quick rundown of Route4Me's business benefits:

- Planning routes will take less time, so you can focus more on everything else you need to do to run your business

- Your drivers will show up on time more often, which will improve customer satisfaction



Route4Me's mobile phone app gives you and your drivers all the tools you need

# Stay One Step Ahead of Your Competition

- With more efficient routes, you can visit more customers with the same number of drivers, which means you can make more money

The sooner you switch over to route optimization software, the sooner you'll give prospects a great reason to use your service rather than another.



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**Prove that Route4Me is right for my business**

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And have our small business routing experts
set up routes for your business

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