

# Increase Revenue in Delivery: Tools, Strategies, and Sales Alignment



Route4Me

eBook  
*Series*

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+1-888-552-9045





# The Fifth Key To Success

According to [Forbes](#), there are four keys to increasing sales revenue: strategy, structure, people, and process.

**Strategy** drives powerful sales. **Structure** holds the strategy together. Having the right **people** allows you to get things done, and using an efficient **process** helps everything go smoothly.

Forbes forgot about one thing, though: **technology**. Having the best technology will give you a serious edge over your competitors.

# Route Planning Software Will Make Your Business More Profitable



Specifically, route optimization software is the technology you need to win customers over your competitors.

With route optimization software, you can save time, save gas, and make more money.



# **3 Tools Route Mapping Software Provides For Increasing Revenue**

# #1: Route Optimization

Using route optimization software guarantees that every route you give your drivers is 100% accurate and optimized.

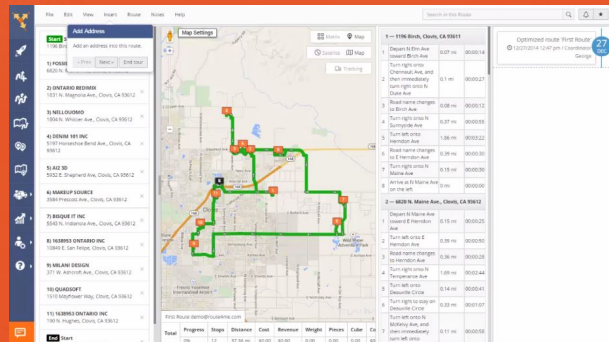
Your deliveries won't be delayed, so your customers will stay happy.

Also, with more efficient routes, your drivers will be able to visit more stops each day. You can serve more customers and expand your business without the expense of hiring more employees.



## #2: GPS Tracking

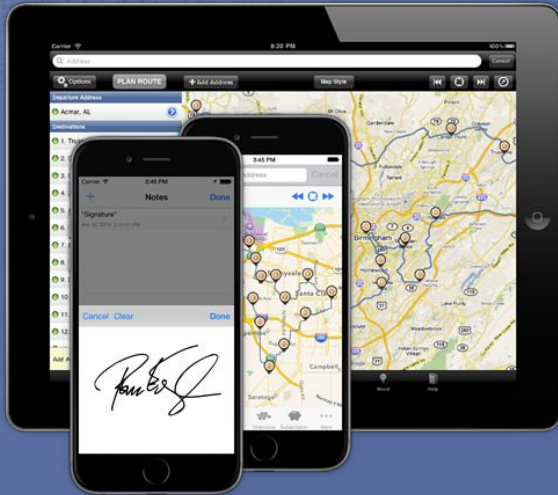
With GPS tracking, you can see where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver and make sure they're sticking to their route and staying on schedule.





You probably don't have time to just sit around and watch what your drivers do all day. You're running a business! Ain't nobody got time for that!

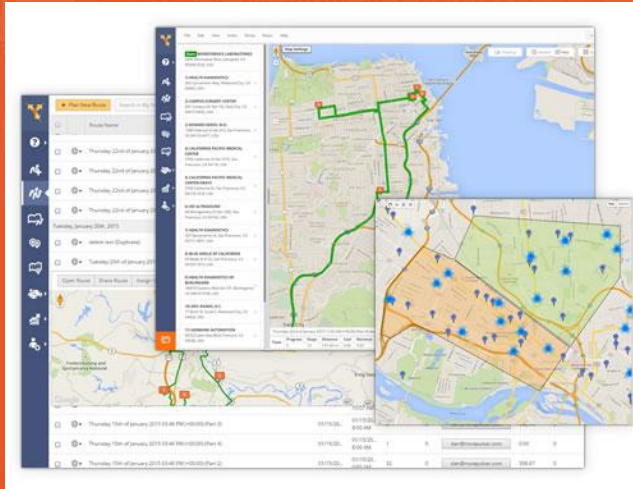
Thankfully, route planning software saves GPS tracking history, so you can review your driver's movements at your own convenience.



### #3: Mock Route Creation

Route planning software also allows you to create mock routes, which will show you how much it would cost in labor and fuel to visit a hypothetical set of addresses.

This is helpful for when you're bidding on a contract.



Knowing exactly how much a route costs lets you set your bid so that it's low enough for you to be competitive, but high enough for you to turn a profit.



# Make Your Delivery Business More Attractive To Potential Customers



Route planning software helps your drivers show up on time more often. That'll keep your customers happy.

Happy customers will naturally recommend your service to their friends and family. In this indirect but especially effective way, using a route planner makes it easy to attract new customers and increase your income.

A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Metairie Cemetery and New Orleans Country Club.

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