

Optimize Field Sales Strategies to Attract More Buyers



Route4Me

eBook Series

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The Problem With Visiting More Prospects

The more prospects your field sales reps visit, the more people you'll be able to convert into actual paying customers.

You know that. Everyone knows that. But what are you supposed to do about it, hire more sales reps? That would increase your payroll, and you'd be on the hook for more gas and vehicle maintenance as well. Can you afford all that?

If only there was a way to make the reps you already have more efficient, so that you could expand your business without hiring more employees...

A faint, light blue map of Ghent, Belgium, serves as the background for the top half of the slide. It shows the city's layout, including the Scheldt river and various streets.

Route Optimization Software Is The Solution

Oh wait, there is a way! With route optimization software, you can guarantee that every route you give your reps is the most efficient route possible.

That way, your reps can visit more prospects each day without having to speed or drive recklessly. You won't need to hire more employees to make more money. You can have your cake and eat it too.



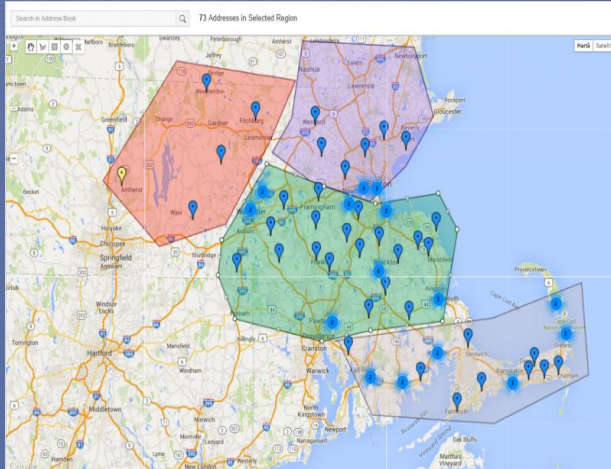
Other Features Offered By Route Mapping Software

Territory Mapping

Sending your drivers back and forth across your entire service area is a huge waste of time and gas.

That's why the route planner you invest in should have a territory mapping feature. Such a feature lets you divide your service area up into different territories and assign a driver to each territory.

When each rep's set of stops is closer together, they'll be much more productive.

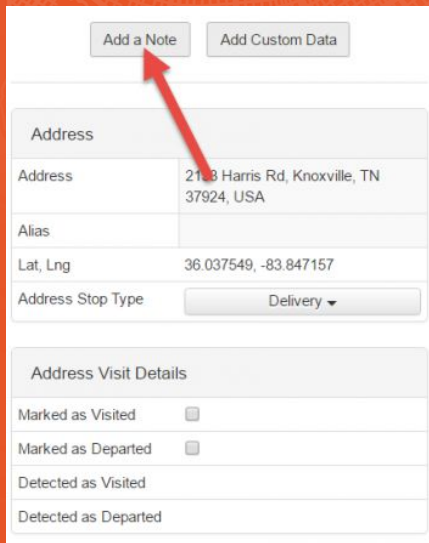


Add Notes

The route planner you invest in should also give your drivers the ability to add notes to routes.

These notes might include the keycode to a gate, or instructions for how to deal with a stop that has multiple entrances (like a hospital or university).

Notes add context to routes, so that if a new driver has to take over a route for some reason, they'll have all the information they need to avoid delays and make it to every stop on time.



The screenshot shows a web interface for a route planner. At the top, there are two buttons: "Add a Note" and "Add Custom Data". A red arrow points to the "Add a Note" button. Below the buttons is a form with the following fields:

Address	
Address	2133 Harris Rd, Knoxville, TN 37924, USA
Alias	
Lat, Lng	36.037549, -83.847157
Address Stop Type	Delivery ▼

Below the form is a section titled "Address Visit Details" with the following fields:

Marked as Visited	<input type="checkbox"/>
Marked as Departed	<input type="checkbox"/>
Detected as Visited	
Detected as Departed	



Color-Coded Customer Pins

Here's another feature to look out for: color coding.

This feature lets you assign a color to each of your stops, which'll help you keep everything organized.

As a sales manager, you can use this feature to mark your hot leads red and your cold leads blue. That makes it easy to see which prospects are most worth your time.

Route Planning Software Allows You To Focus More On Your Clients

Planning routes manually can take hours. But when you have route optimization software, all you need to do is plug your addresses in, and your route will be ready in less than 30 seconds.

Those extra hours will give you more time to evaluate your employees, connect with clients, and do everything else you need to do to make your business successful.



A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Mississippi River and the French Quarter.

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