

# Configuring Territory Planning Insights For Your Sales Teams



Route4Me

eBook  
*Series*

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# The Problem With Growth

Growth is good. You want to keep taking on new customers and expanding your service area - that's how you make more money.

As your business grows, though, keeping everything organized gets increasingly difficult. Managing one sales team and a handful of customers is easy enough. But what will you do when you have multiple teams and dozens of customers?



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# Territories Are The Answer

One way to keep your business organized is to split your service area up into territories and assign a different sales team to each territory.

Here's how you can do this in Route4Me:



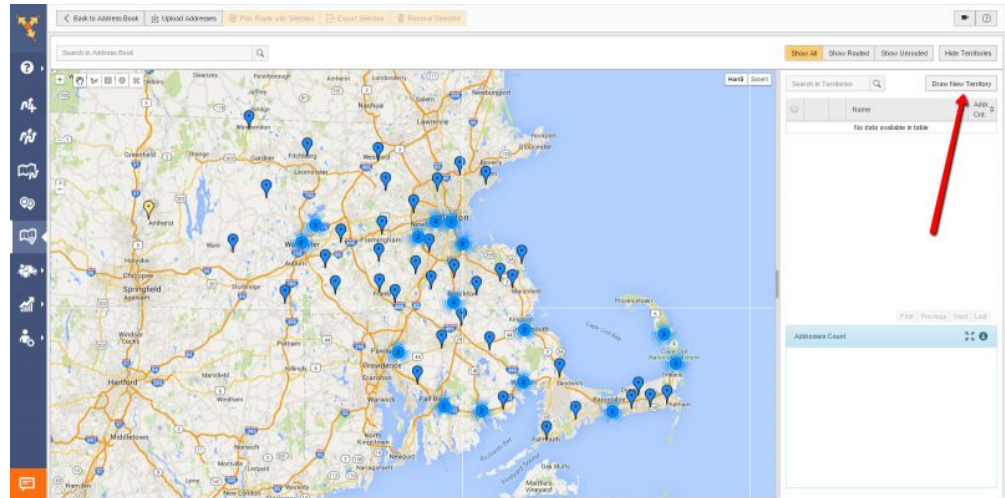
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# Creating Territories

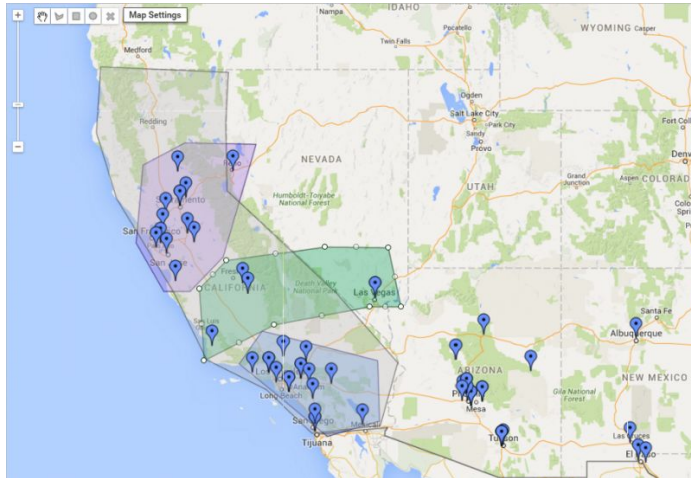
First, select **Address Book Map**.

To create a territory, click on the **Draw New Territory** button on the right side of the Address Book Map screen. Choose a name and color for the territory.



Click on the map to start creating your territory.  
Continue clicking to draw your territory's  
borders point by point.

When you're done, connect the border line to  
the starting point or double-click on the map.



# Managing Territories

You can add an unlimited number of territories, and your territories can overlap, too.

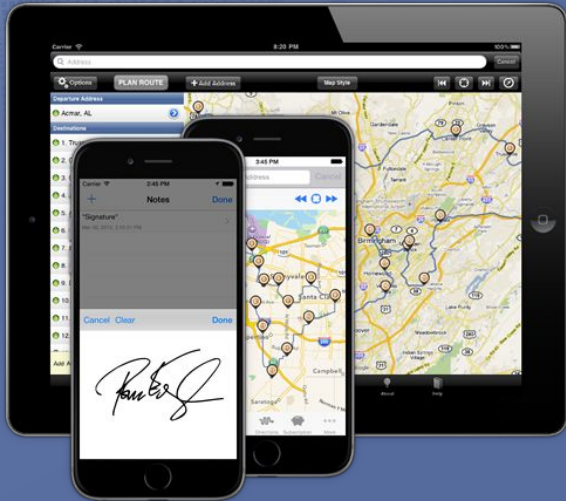
Overlapping territories might be confusing to look at, though. To clear things up, you can choose which territories to hide or display on your map at any given time.

Also, you can download all the addresses inside a territory if you want to have your own copy. Simply select **Download Territory**.

Route optimization software guarantees that every route you give your reps is the most efficient route possible. They'll have everything they need to show up on time, every time.

But how do you know your reps are actually following the routes you give them?

Route4Me's GPS tracking feature shows you what your drivers are doing in real-time, so you can make sure they're sticking to their routes and staying on schedule.





# The Many Benefits of Territory Planning



# Define Your Priorities



Route4Me will show you the data for each territory, and you can use that information to make more informed business decisions.

If you're doing well in one territory, maybe you should focus more of your efforts there. If you're doing poorly in another, maybe that particular area isn't worth your time. Territory mapping will improve your resource allocation strategy.

# Serve More Customers Without Hiring More Employees



With territory mapping, your reps can focus on one place instead of driving back and forth across your entire service area.

This means they can visit more prospects without having to rush to do so.

Sales reps visiting more prospects means more prospects will be converted into paying customers.

That'll put more money in your pocket.

# Play To Your Strengths

Distance isn't the only thing territory planning can help you with.

You may have a few enterprise accounts that are especially important to your business. You don't want just any sales rep servicing these accounts - you need the absolute best reps you've got working on these.

In this case, you can draw a territory around these VIP clients (remember, territories can overlap) and assign your most skilled and experienced reps to them.

# Improve Productivity And Make More Money

Route optimization, territory mapping, and GPS tracking will make your sales teams much more productive.

Route4Me has been downloaded over a million times, making it one of the most popular route planning programs on the planet. Want to see what it can do for your business? Try it out for free.



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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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