

# How Sales Managers Can Increase Revenue With Route4Me



Route4Me

eBook  
*Series*

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+1-888-552-9045



# Reducing Expenses And Increasing Revenue

Route optimization software saves you money on gas. It also improves drivers safety, so you can avoid all the financial consequences (property damage, legal fees, etc.) of getting into an accident.

In addition to reducing expenses, Route4Me also allows you to make more revenue. More efficient routes means you can serve more customers and expand your business without hiring more employees.

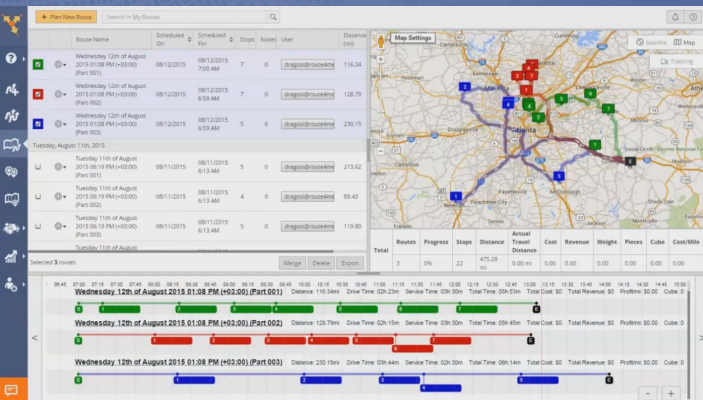


# Route4Me Is A Sales Manager's Best Friend

In this eBook, we'll discuss:

- How Route4Me helps sales managers assess the performance of their representatives
- Which features improve driver productivity the most
- How you can use Route4Me to analyze your business and manage your resources in a more rational way

# Organize Your Sales Efforts



## Color Coding

Route4Me allows you to assign a color to each of your stops/potential customers.

You can use this feature to prioritize which prospects are most worth your time and effort. For example, you can use the color red to mark hot leads and blue to mark cold leads.

For a full tutorial on our color coding feature, check out [this post](#).



# Divide And Conquer

## Territory Mapping

It doesn't make any sense to give your sales reps routes that take them across your entire service area.

Instead, you should break your service area up into different territories. Your reps will be able to visit more prospects every day when all their stops are close together.

Route4Me makes it easy to create and manage territories. Just draw the territories you want over a real-world map, assign drivers to the territories, and you're done.

# Easy Sync

Route4Me is cloud-based. Every change you make to a route on your office computer is automatically shared with your driver in the field on their Route4Me mobile app.

This is especially helpful for when you need to make a last-minute change to a route after your drivers have left for the day.

In this case, you can send new directions to the driver without having to distract them with a phone call.

# Real-Time Tracking

## Keep An Eye On Your Reps

Optimized routes will only benefit your business if your drivers actually follow them.

GPS tracking lets you see where your reps are and how fast they're going. At any time, you can log on to Route4Me and make sure your reps are doing what you want them to do.



# Fuel Consumption Reporting

Route4Me will show you how much you're spending on gas. You'll be able to see if a fuel efficiency technique you're trying out is actually working or not.







# There's No Better Marketing Tool Than A Good Reputation

Route optimization software that has GPS tracking and territory mapping features will dramatically improve productivity. Your reps will show up on time more often, which is sure to make your customers happier.

Happy customers will recommend your service to their friends and family. Print, radio, and television ads are good for grabbing attention, but nothing beats a personal recommendation. That's the best way to attract new customers to your business.

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.

# Start Your Free Trial Today

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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Our Small Business Routing Experts  
Will Get You Set Up Right Away