

Boosting Rep Productivity

If representatives lose too much time driving around from place to place, it is worth using a software program that allows them to optimise their sales calls. These professional tools help sales teams to reduce driving time by 10% while calling on the same number of customers, and thus increase sales effectiveness. Thorsten Frerk, Director Sales GeoManagement PTV AG, talks about successful sales force management:

When should sales organisations consider introducing a software solution for sales trip planning?

Frerk: As soon as a sales team consists of more than 10 representatives who call on at least three customers per day. Usually, sales reps spend one third or half of their working time in the car. A software program which includes all relevant requirements in the sales call planning process enables sales organisations to save 50 to 100 hours annually per employee.

What are the requirements that need to be fulfilled?

Frerk: Time restrictions defined by the customers and individual objectives which vary between sales organisations. Manufacturers of branded goods who have hundreds of sales representatives calling on retailers pursue different goals than pharmaceutical sales teams, for example. Another important factor is whether trips are scheduled centrally or whether employees plan their own sales call routes.

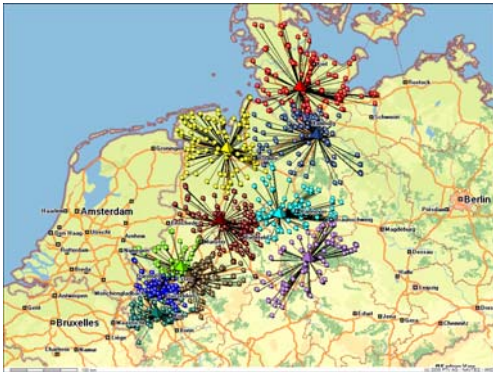
How can a software program assist sales organisations?

Frerk: It ensures transparency and planning security. As soon as all information is available on the actual situation, you can start to optimise call planning and route scheduling, and thus improve the productivity of your sales force. A scalable system by PTV, for instance, provides an ideal solution since it handles complex central planning tasks and provides operational trip planning. Each sales representative has direct access to this easy-to-use tool from his or her laptop. Moreover, the system assists planners with strategic and tactical location, area and resource capacity planning. Target groups, markets, revenue opportunities and sales force structures are clearly displayed on digital maps. The sales team then calculates the best route sequence for their appointments using the distributed CRM-embedded software system.

This solution is suitable for businesses of all sizes in different industries. Dr. Oetker, Queisser Pharma, Pepsi or Bosch and Siemens Household Appliances are just a few of the many customers who rely on PTV's sales management solutions.

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Images:



(Außendienst.bmp) All information at a glance thanks to PTV Map&Market's digital maps: Allocation of sales representatives to their customers

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PTV Planung Transport Verkehr AG

The PTV Group provides cutting-edge software technology and consulting to enable customers to meet their mobility needs. It helps people plan and manage traffic and transportation, provides them with the latest traffic reports and assists them in optimising their long-term resource allocation. Since 1979, our independent corporate group has been a leading provider of products and solutions for travel, traffic and transportation planning.

Strong international demand has fuelled dynamic growth: We currently have over 700 employees worldwide crafting innovative solutions for our customers in the public and private sectors. Our Karlsruhe headquarters acts as a development and innovation centre with tight links to research and educational institutions. We additionally maintain shareholdings and subsidiaries in Germany, Europe and every continent in the world.

In the Traffic Software, Transport Consulting and Logistics Software business fields, PTV technology forms the foundation of a host of brand-name products and our own leading map&guide and PTV Vision product lines.

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