

# Apollinaris & Schweppes GmbH

## Professional sales planning

### Sparkling water unlimited

Apollinaris: The natural mineral water with the well-known red triangle is a popular beverage in more than 60 countries. As the leading German exporter of mineral water Apollinaris has to handle a complex sales force and area planning. Over 320 million litres are sold each year: A task for PTV Map&Market.

User: **Apollinaris&Schweppes GmbH**, the leading exporter of mineral water

Task: Annual sales of over 320 million litres of natural mineral water, premium mineral water and apple spritzers; Sales force planning based on an address pool of 80,000 potential customers.

Solution: PTV Map&Market, the professional desktop mapping system for sales force planning and management

planning version. Maps can be easily created and printed by using the PDF Writer.



### Planning with 20,000 customers

Today, Apollinaris has about 80 sales representatives from gastronomy and trade who are responsible for selling the famous sparkling water. In the meantime, the range of products has been extended encompassing natural mineral water, premium mineral water and apple spritzers. Nicole Möllerfeld, working in the field of sales planning and information, is responsible for indirect sales and key data and knows what she is talking about: "In Germany alone we have an address pool of 80,000 potential customers. Sales area planning has to be performed for about 20,000 customers.

We had the difficult task to re-structure our sales organisation according to Nielsen areas, to add new customer call frequencies and to visualise the different areas in a single display," explains Nicole Möllerfeld. First, the program selected one territory for each of the five regional sales managers. Within one of these districts single areas were structured by taking future locations of new employees into consideration. Then, customer call frequencies, which had been managed by the sales rep himself, were integrated into the planning process. Moreover, requests relating to customer groups were possible.

"The easy data import was very convincing," says Nicole Möllerfeld. "We are now in a position to provide our sales organisation with a so-called "slim"

### Flexible system

We also decided in favour of the professional sales and marketing software because it provides multiple functionalities at an excellent cost-benefit ratio. Moreover, it is possible to extend the functions by adding trip planning software. "Finally, there was the extremely short introductory phase. Within four months all customer data was stored and geocoded and the system was running," explains Nicole Möllerfeld. The program even convinced all sceptics.

Other business fields think about using the new program. The automatic sales data generation builds an important basis for marketing, controlling and logistics.

### The program paid off quickly!

"We are very pleased with PTV Map&Market," summarises Nicole Möllerfeld. "Time and cost savings are enormous. The route network is highly detailed and a very interesting feature is the add-on module for route planning. Last but not least – the software can be operated by one person alone."