

For 30 years, PTV has been the go-to partner for professional geographical planning. Our solutions are used by leading manufacturers of brand-name products. That's because we offer customers a perfect starting point: the market's leading planning software, plus many years of industry experience.

Don't hesitate to capitalise on this powerful mix! Our consultants can help you – in your own offices, if you wish – with the following challenges:

- ▶ Visualising and analysing your sales force structure
- ▶ Restructuring and optimising your sales regions

„A PTV consulting team helped us optimise our sales force structure. We appreciated their constructive, cooperative approach. Processes were defined together, and solutions developed together. Thanks to PTV's extensive expertise, rock-solid IT solution and flexibility, we achieved exceptional results within a very tight project schedule. None of that would have been possible without PTV.“
Frank Reisgies, Nat. Sales Manager,
Haribo GmbH & Co. KG

Consulting: Optimising Your Field Force Structure

1. Visualisation and analysis

To effectively plan and optimise your sales force, you need transparent information such as:

- ▶ What do your current sales regions look like?
- ▶ Where are your highest-volume customers located?
- ▶ What is the actual workload of your sales force, taking into account their driving times?

We will thoroughly inventory and analyse your latest sales force data with you and visualise it in detail on the map.

We also pinpoint opportunities for improvement:

- ▶ What is the optimal sales force size for your targeted sales call coverage?
- ▶ Which sales agents have heavy or light workloads?
- ▶ Which customers should be served by other sales agents due to geographical constraints?

The result

The analysis captures all the key information on your current sales force structure. It identifies opportunities for improvement that you can address when reorganising and optimising your sales structure.

2. Restructuring and optimising

After analysing your current sales force structure, we turn our attention to your sales regions. In what-if scenarios, we optimise regions based on your requirements. We use maps and overviews to show you how the individual scenarios would impact your employees' workloads, their sales call routes and associated costs.

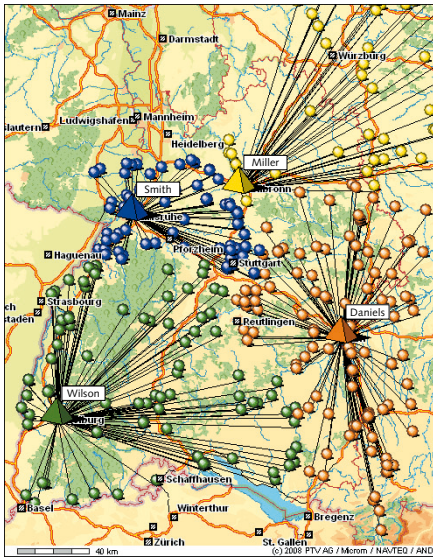
If you wish, we optimise your sales agents' call routes or plan new ones.

We use PTV's leading planning software tools for all planning and optimisation processes.

The result

We describe the impact of the plans on your sales agents' workload, routes and costs in detail. We can even present several scenarios as a decision paper if necessary.

With these results in hand, you can compare current and projected scenarios in detail and take focused action to realise potential savings and improvements. Plus, you can lower your sales staff's variable costs and boost service levels.



Optimised sales regions

How consulting benefits you

- ▶ Your personnel expenses are minimized.
- ▶ Our consultants can draw on years of industry experience.
- ▶ You benefit from PTV's leading planning systems.

- ▶ You don't have to purchase software licenses, and can save on installation and training.
- ▶ You have a clear, accurate view of your sales regions' current standing.
- ▶ Our consultants provide pragmatic, feasible solutions which you can incorporate into your future strategic plans.

Our consulting services at a glance

