

MANUFACTURER DRIVES REVENUE GROWTH WITH OPTIMIZED TERRITORY DESIGN

CHALLENGE

A global plumbing manufacturer with a blended sales force wanted to redistribute its existing territories.

The company's territories had been historically based on the location of its business partners and distributors. Moreover, because the company hired for industry experience and relationships, reps were often located outside of prime markets.

To broaden its reach, the company wanted to redistrict its sales territories, shifting the focus from customer to project acquisition. By doing so, the company knew it could uncover more opportunities, reach more potential business partners and strengthen its pipeline.

SOLUTION

With Xactly AlignStar territory planning software, the manufacturer was able to realign and optimize sales territories based on sales potential. By uploading third party data into Xactly AlignStar, the company could easily view areas with the greatest sales opportunity on an intuitive, map-based interface. The customer combined construction data with location data from the American Society of Plumbing Engineers (ASPE). This allowed the manufacturer to redistrict territories based on construction opportunities as opposed to relationships and distributor boundaries.

Additionally, Xactly AlignStar's Territory Expert Scorecard allowed the company to quickly analyze its territories' travel efficiencies. By providing prescriptive recommendations to lower travel time, Xactly AlignStar helped the manufacturer implement smaller, compact territories that reduced the amount of time needed to drive from customer to customer – lowering costs and increasing "selling time."

RESULTS

By using Xactly AlignStar's territory planning solution, the company uncovered new opportunities that quickly validated the new approach. With the travel efficient territories designed by Xactly AlignStar, the company's sales force also increased its ability to research new business partners and mine districts by lowering "windshield" time.

By assigning smaller districts to a greater number of people, the manufacturer achieved:

- On target growth in the value of opportunities within their CRM system over prior year
- On target growth in the number of business partners within districts over prior year

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- Easy-to-use territory design with built-for-purpose solution
 - Prescriptive recommendations to lower travel time
 - Ability to integrate third party data
 - Increased growth for both sales revenue and opportunities