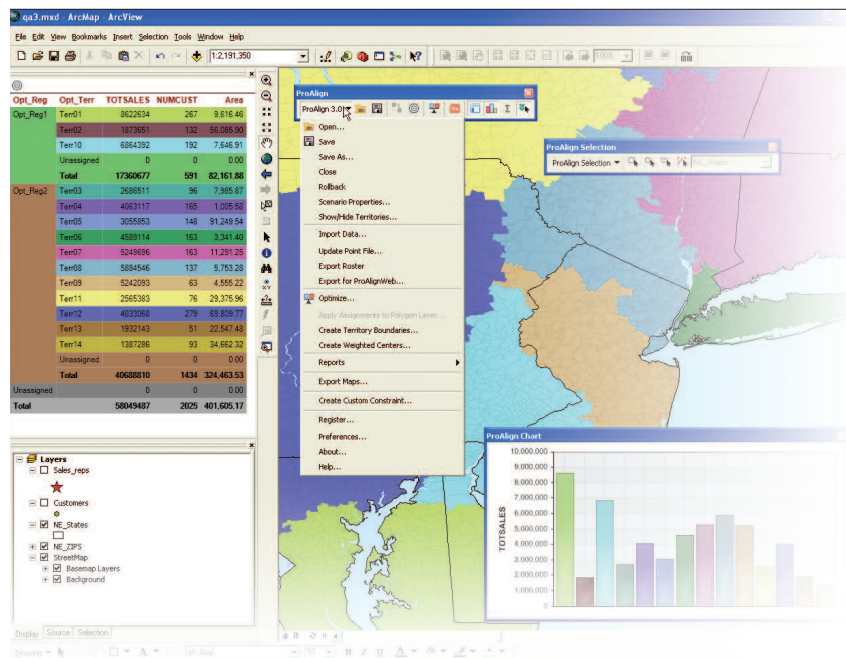# proalign®

Superior software to **create, optimize** and **communicate** better performing sales territories

The "McKinsey Customer and Channel Management Survey" found that when sales territory management was used strategically against the highest value accounts, sales teams generated three times more market share while experiencing selling and marketing costs 20% lower than those who only reorganized.

More Productive Sales Territories

ProAlign® is an integrated family of sales territory management tools to analyze, realign and optimize territories.

Within a centralized sales operations department or distributed throughout the field, ProAlign can be used interactively and collaboratively to fit your organization's culture and objectives. You can quickly determine how and where your sales force should be deployed to maximize market coverage, increase productivity levels, and immediately and positively impact your bottom line.

ProAlign software combines database, mapping, reporting and graphics, plus optimization algorithms to help you make the right decisions that significantly improve sales productivity. Ease of use, a short learning curve, and fast manipulation of data all are hallmarks of ProAlign.

With ProAlign, your organization will save time and money because you will be able to:

• Quickly identify where sales coverage gaps and overlaps exist

• Optimally align your sales resources with market opportunities

• Reduce costly travel-related expenses

• Rapidly respond to competitive and internal changes

• Better manage your sales territories

• Reduce sales administration time
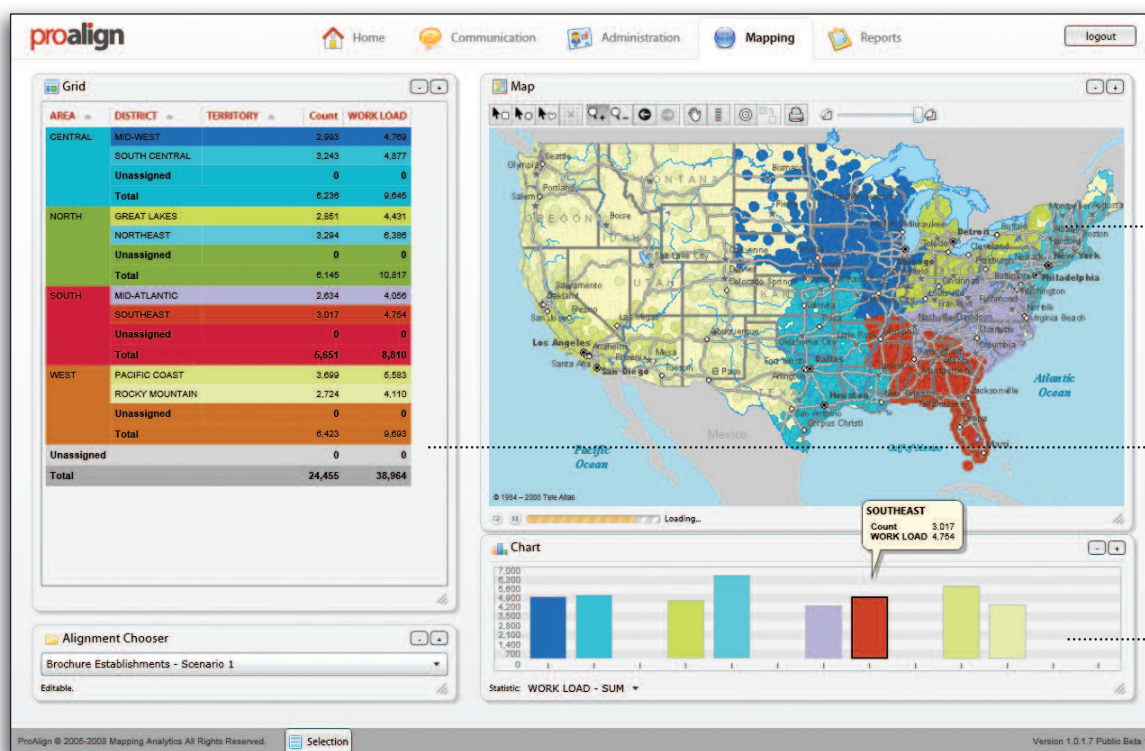
You can color-code individual accounts or ZIP Code boundaries. It's easy to show or hide roads, ZIP Codes or other map data.

Show multiple hierarchies — regions, districts, territories — with key metrics aggregated for each.

A quick glance at the bar graph shows how well your territories are balanced.

Competitive Advantages of ProAlign

• Offers stronger feature set and superior mapping

• Includes comprehensive street data and the most accurate, up-to-date street and ZIP Code data available from TeleAtlas® North America

• Allows online collaboration and field input

• Simultaneous access to mapping, territory metrics, and your data

• Supported by experts in software development and sales management

> > >

Using ProAlign you can create sales territories that meet everyone's criteria, and everyone buys into — helping to increase enthusiasm among your sales force and generate more revenue for your company.

ProAlign Web —
For Decentralized Sales Forces

Companies with large, decentralized sales forces, multiple layers of sales management, and a collaborative approach to managing sales territories are a perfect fit for ProAlign Web.

You can cooperatively create, modify and share territory alignments online, gaining input from sales managers anywhere in your organization who have local account and customer knowledge.
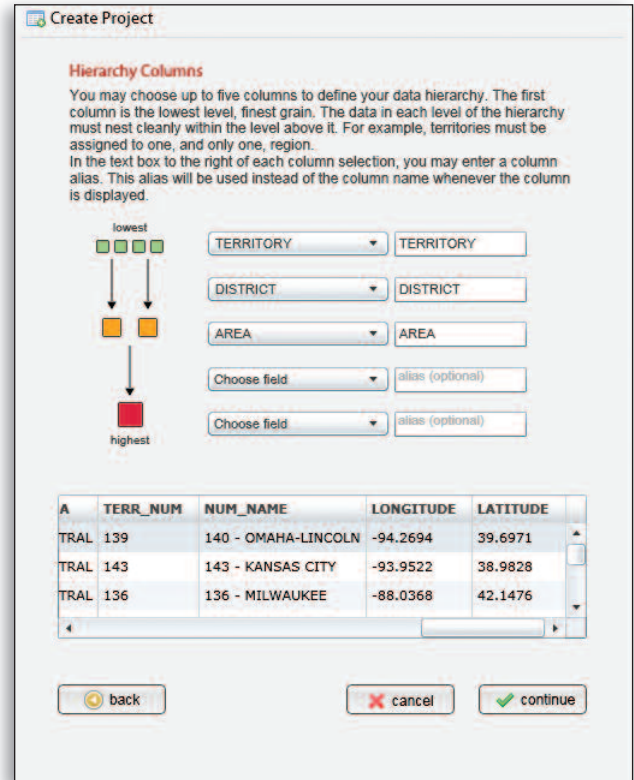
Sometimes getting field and local sales personnel involved can be a logistics challenge and lead to delays in completing new territory assignments. Not anymore. ProAlign Web provides secure online access for authorized sales management to view and propose changes to territory alignments. You'll save weeks on complex sales territory projects.

ProAlign Web is sold on a "Software as a Service," which eliminates the burden and costs of software installation, maintenance, and any server requirements. Upgrades happen seamlessly without your involvement.

- Users have permission levels for manipulating and viewing data — the system will show only those geographic areas authorized for each user

- Easy to create, share, modify and approve alignments online — visualization tools allow immediate understanding of key account metrics by territory

- Built in communication — allows integrated notes, requests and approval processes

ProAlign Web supports 5 levels of territory hierarchy. Data is automatically aggregated for each hierarchy.

A web-based software with an intuitive interface, ProAlign Web offers easy access to collaborative territory management tools.

ProAlign Desktop —
For the Heavy Lifting Up Front

Every installation of ProAlign Web is fully integrated with and includes ProAlign Desktop. Built on ESRI ArcGIS® mapping technology, the world's number one mapping software, ProAlign Desktop offers an additional robust portfolio of analytical, database and mapping features for the sales manager or sales operations analyst.

No other sales territory management solution gives you this level of functionality.

- Establish and maintain territory hierarchies — and interactively refine them with the help of your team

- Use the ProAlign Optimizer with sophisticated algorithms to automatically equalize territories based revenue potential, workload, number of customers or other balancing variable

- Experiment with tradeoffs between territory balance and geographic compactness of territories

- Show optimal territory centers or build territories around existing sales representatives

> > >

Seven Business Reasons to Use ProAlign

1. Maximize market coverage to increase revenue and productivity

2. Re-design sales territories following a merger or acquisition to eliminate overlaps and redundancy in sales coverage

3. Quickly add or combine territories if your sales force is growing or contracting

4. Configure new territory alignments to accommodate a change in workload based on changes in go-to-market strategy or product portfolio

5. Distribute opportunity equally, creating fair sales territories which increases morale and results in lower turnover and greater productivity

6. Lower the cost of selling by reducing travel time and associated travel expenses

7. Easily update territories by keeping account assignment current

Don't Leave Revenue on the Table

Studies have shown that 80% of companies miss out on 2 – 7% of unrealized sales each year due to inefficient sales territories. Use ProAlign to make your sales territories more productive and profitable.

The Bottom Line

ProAlign offers a comprehensive feature set, an elegant, easy-to-use interface, and the backing of experts in software development and sales management. If you want to increase revenue without increasing the cost of sales or adding headcount, ask for a demonstration of ProAlign today.

Call (585) 271-6490 to speak with a Mapping Analytics ProAlign consultant.

MAPPING ANALYTICS

Mapping Analytics
120 Allens Creek Rd., Rochester, NY 14618
(585) 271-6490
www.mappinganalytics.com
www.proalign.net