



More Productive Territories

Superior software to create superior sales territories

The “2005 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.

Make your sales organization more productive with ProAlign sales territory alignment and optimization software.

ProAlign offers a comprehensive feature set and the backing of experts in software development and sales management. With ProAlign, you can quickly determine how and where your sales force should be deployed, so that you can:

- Maximize market coverage while closing all gaps
- Match coverage to market opportunity
- Rapidly respond to market or organizational changes
- Lower the cost of selling by reducing travel time and associated travel expenses
- Increase equity, fairness, and morale among your sales team; leading to lower turnover and greater selling enthusiasm

With ProAlign you can create, map, and balance territories. Whether you balance territories based on the number of customers, sales volume, sales potential, workload, or other available data, the key benefit is that balanced territories perform better.

Fits Your Sales Organization

With ProAlign, you can map company locations, sales people, customers, prospects, and any other data relevant to your sales organization. You can realign existing territories or make new ones.

ProAlign’s key functions will help you work productively and get the results you expect:

- A dashboard-style interface provides a step-by-step alignment process and access to maps, tables, and graphs of your territory data and variables. You can select and edit data in any view as you perform different alignment scenarios.
- You can specify multiple levels of hierarchy in your sales organization such as territories, regions, and districts. ProAlign provides aggregated summaries of your data at each hierarchy. It also allows you to create and export various reports and maps that communicate your new alignment.

Built on Leading Mapping Platform

ProAlign is the only territory alignment solution built on ESRI ArcGIS, the leading geographic mapping software in the world. ArcGIS provides the tools to map and

Project Management & Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

“Their dedication, expertise, and support helped us complete a major sales force realignment . . . we could not have achieved the same results without them on our team.”

Tom Blue
National Sales Manager
Milwaukee Electric Tool Corp.

visualize customer and territory data, and ProAlign allows sales managers to quickly and easily create, align, and realign sales territories.

Align or Optimize Territories

ProAlign’s optional Territory Optimizer automatically creates balanced territories for you. You can choose to optimize territories by geographic size or the number of territories.

Automatic optimization not only saves hours of time, it ensures that territories are optimally balanced. It also provides a tool for testing alternative sales coverage scenarios without impacting current alignments to deploying actual resources.

ProAlign can recommend how many territories you need or can optimize across a specific number of territories that you input. Other key optimizer features include:

- Specify territories or accounts to remain untouched, or optimize individual territories

- Show optimal territory center - “home base” - locations, and allow static or floating territory centers to minimize travel
- Choose to balance on “shape” (i.e. compact size) or criteria (such a sales or number of customers), or against a weighting somewhere in between
- Add constraints to limit territory size

Expertise Behind the Tool

While we believe our software is superior to any other on the market, you can also benefit from working with our analysts to help you efficiently and effectively complete your territory alignment using ProAlign.

Because territory alignment is something we perform on a daily basis, when you work with ProAlign, you gain more than just a software solution. You gain access to highly skilled analysts and sales management experts who are committed to your success.

