

TO CREATE EVEN SALES TERRITORIES

P&G USES PTV MAP&MARKET

"PTV Map&Market is outstanding software. Thanks to it we now have a completely new territory structure and fair distribution of work within the sales team. Our initial situation was very complicated, with inconvenient locations for the sales representatives and a very complex customer hierarchy. PTV Map&Market has managed here to create a homogeneous and fair structure, and at the same time ensured maximum customer coverage."

Dietmar W. Haufe, Head of Sales, P&G Prestige Products



THE TASK

Restructuring the sales territories was on the agenda of P&G Prestige Products because the work-load distribution between their 22 field account managers was inconsistent.

The territories had evolved over time and were extremely different from one another: there were huge geographic areas in economically underdeveloped regions, with few customers but a large amount of driving time. There were also "built-up" areas with a high concentration of customers and short journeys. The situation was made more complicated by the huge variance in customer types, as well as by sales representatives relocating or exiting the company--leaving areas without coverage.

The existing territory structure was no longer relevant or workable. Plus given

the complexity of their needs, new planning couldn't be carried out manually.

Their goal was to restructure its sales territories, so that the 22 field account managers could handle about 1,600 customers with an evenly-distributed workload. One condition was also that no P&G employee would have to relocate.

In order to achieve these goals, four important items were taken into account:

- Customers locations
- Location of P&G employee homes
- The frequency and time required for customer visits
- The needs of each type of retailer (independent retailers, chains, etc.)

"With all of these conditions, we looked for a cost-effective approach for our field force, based purely on available work hours. It was not about commissions,

because our employees receive a fixed wage," says Dietmar W. Haufe, Head of Sales at P&G Prestige Products.

THE SOLUTION

P&G Prestige Products chose PTV Map&Market.

"Within just two months of getting in contact, the new design was complete and we could start to set the new limits. Our employees who were trained by PTV experts, and also our field force team, had a very positive experience," says Haufe.

Gordana Vidovic, P&G Prestige Products Sales Assistant, adds, "The PTV software is unbelievably powerful and yet straightforward to use. It can depict all issues from a wide range of angles. The results are clear and can be easily understood by non-users."

Procter & Gamble Prestige Products is the perfume and cosmetics subsidiary of the consumer goods giant P&G. It was formed in 2005 from the merger of Cosmopolitan Cosmetics and the global perfume business of P&G. P&G Prestige Products today has a revenue of over \$400 million a year. The company has 200 employees and manages 12 perfume and body care brands, including Hugo Boss, Gucci and Dolce & Gabbana.

The P&G Group was established in Cincinnati, Ohio, in 1873. The company has offices worldwide with approximately 110,000 employees in over 70 countries.

To launch the redesign of their territories, relevant data was entered into PTV Map&Market. This included 1,600 customer addresses, location clusters, and the frequency and duration of visits. The next set of data entered was the home addresses of the field account managers.

After the data was loaded, the automated geocoding allowed PTV Map&Market to display existing sales territories and addresses on digital maps, then propose new sales boundaries for the 22 account reps.

If required, the software can produce several planning scenarios to create a comparison of options. "A number of ideas can be arranged and prioritized using PTV Map&Market," said Gordana Vidovic, Project Officer at P&G. "Everything can be displayed and compared."

"The basic outline was perfect and satisfied all of our requirements," Haufe said. This is a far cry from the changes to territories that were due to improve things back in 2013 after various product groups had been merged, when an external agency did a one-off restructuring based on where the field account managers lived. However, it was based only on the number of customers and their location,

not taking into account the visit schedules. That was a problem because once sales representatives moved away or left, the territory distribution became obsolete and needed to be manually redone at great expense."

THE RESULT

The restructuring of 22 territories created more time for customer care and seamless visitor coverage; it reduced driving time and stress, and an evenly distributed work among field employees – without requiring them to relocate.

"We completely achieved our goals," says Haufe. "There has even been a positive side effect: because the territories are more conveniently located and more compact, we need fewer overnight stays. This, of course, saves time, money and effort."

"All in all, efficiency has significantly improved in terms of time, money and factual knowledge."

Vidovic not only appreciates the software's accurate results, but also its easy-to-use interface. "PTV Map&Market is fun and is always exciting, from data entry to the solutions provided," she said. "Which territorial limits does the program produce and under what conditions?"

What does the territorial coverage look like? Which locations are particularly promising? Where are there weak spots in sales? And what does that all mean for our company and for business?"

"PTV Map&Market gives us opportunities to find everything out and impressively to optimize it. You can immediately apply a complete thought experiment! And that is simply incredible!" said Vidovic.

Regarding PTV's customer service, Haufe said that the training, the joint planning and after-sales care were "very proficient and friendly. The PTV team reacted swiftly and helped out even when under pressure and working at full capacity. The entire project was carried out really well and professionally."

"We couldn't have done it on our own. Putting our project in the hands of PTV Map&Market was the best decision we could have made."