

Spatial Revenue Analytics & Visualization

SELECT SITES BASED ON MARKET POTENTIAL

Sales Territory Alignment, Design, Optimization and Mapping

Sales organizations often change. Sales management needs to change sales territories as well. Key customers, sales people, sales managers, products, and competitors come and go.

Each of these factors impacts sales productivity and creates the need for sales territory analysis. Sometimes just a small sales territory realignment can have a big impact on your sales force productivity.

Sales territory management is a critical and ongoing process to help maximize sales productivity and revenue. When was the last time your company underwent a sales territory alignment project or created new sales territory maps?

Is Your Sales Force Productive?

Optimized sales territories that are compact in size and aligned to each other without gaps not will help you achieve a number of measurable and sustainable benefits including:

- Better customer coverage and customer service leading to increased productivity and sales revenue
- Increased sales by prioritizing accounts with the most potential
- Reduced costs of sales through shorter travel times - often called

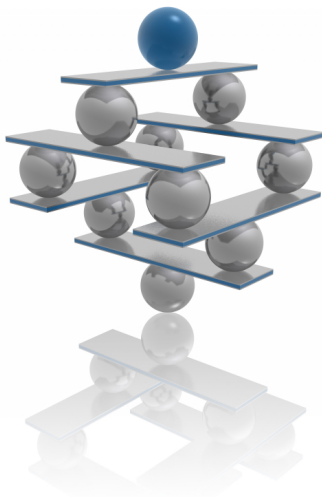
'windshield time' - and associated travel expenses

- Improved morale, performance and tenure of sales people due to equitable distribution of accounts and a level playing field for achieving rewards
- Competitive advantage through the ability to reach new opportunities faster than your competitors

If Your Territories are Not Balanced . . .

Studies show that 80% of companies are missing 2-7% of unrealized sales because their territories are misaligned. Poorly aligned and unbalanced territories have negative consequences. They include:

- Missed revenue from not reaching all potential customers
- Higher sales costs due to excessive travel times and expenses
- Inefficiencies due to duplication of efforts among sales team
- Low morale and high sales force turnover due to inequitable territories that reward the size of the territory over individual effort
- Poor or excessive customer coverage due to territories too large or small
- Sales management missing revenue goals



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A top down approach starts with market and industry data. It takes a close look at a geographic market area and profiles the consumers and/or businesses to let you know their propensity to buy your products and services.

Scenario Systems has expertise in both these approaches to market sizing. We also have a wealth of data sources through partnerships with the best data providers in the industry. We can match the right data for market analysis to your business and market strategy.

Cluster Analysis for Market Sizing

We often use lifestyle clustering systems to size consumer markets. Clustering systems operate under the premise that "birds of a feather flock together."

That means people with similar buying behaviors and demographic profiles tend to live close together. This helps you identify neighborhoods or markets where your potential is highest.

Cluster analysis identifies key segments in the population that are more likely to purchase your products than the average consumer

Knowing in which clusters people reside provides a reasonable means of understanding and predicting how they will behave

Understanding which clusters are more likely than others to purchase allows better targeting

Clusters are tied to geography, allowing you to identify and prioritize neighborhoods, trade areas and markets.

Access Market Opportunity

Market analysis services from Scenario Systems will provide the key intelligence you need to rank and prioritize markets. You will know:

- The top new geographic markets to target based on customer or revenue potential
- Which markets where you currently do business have untapped potential

Gaining this market understanding is essential to growing and expanding your business. But it isn't enough on its own.

What Steps Are You Taking To Gain Market Share Where There Is Market Potential?

You need to act upon your new found market understanding by deploying sales and marketing resources effectively.

This is where Scenario Systems separates from other firms that might offer you analytic services. We can help you choose higher-performing store or business locations, align your sales force more productively, and acquire prospect lists. All so you can tap into the market opportunity we've helped you identify.

Market Potential Example

Let's say you sell reverse mortgages and your ideal customer is 65 years of age or older and owns a home valued at \$150,000 or higher.

Scenario Systems will then perform market potential analysis using market data, demographics and/or lifestyle clustering systems to find areas where high concentrations of your ideal customer live.

From there, it's ranking the potential markets and deploying resources by selecting locations of branches or performing targeted direct marketing.

About Scenario Systems

Scenario Systems International is an international consulting company who focuses on helping large, complex organizations improve the way business runs.

We're Geospatial, ITIL® and CobiT® experts but more importantly we're still process improvement consultants. We understand the difference between general best practices and actually improving process and execution.

We focus intently on measurable gains in service quality, agility, accuracy, along with reductions in risk and costs. We work with clients to bridge the gap between theory and business reality -- delivering and proving the business value each step of the way.



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