

Working out successful plans

Technolit Gruppe uses PTV Map&Market/Premium to improve its sales performance

The international Technolit group with headquarters in Fulda, Germany, is a certified welding company that manufactures welding products for customers worldwide. Over 600 sales representatives present Technolit solutions to about 500 customers every year. The company's aim was to implement software-based sales call planning and reporting processes and to replace manual systems.

PTV's Map&Market/Premium software now supports Technolit's sales organisation.

Client: **Technolit Group**, certified welding company and specialised dealer for building materials and accessories, with more than 550,000 customers.

Challenge: Improved control of complex sales processes (over 600 sales people and approx. 550 customers per employee and year).

Solution: Software-based combination of sales call planning and reporting using PTV Map&Market/Premium.

Business needs: Improved sales performance

Normally, a Technolit sales representative calls on eight to twelve customers every day. Therefore, effective sales call planning plays an important role. The company used to cope with this challenge by distributing address lists to their sales team.

Michael Schwab-Reimann, who works for PTV's sales partner ECOPLAN, implemented the software and accompanied Technolit during the introduction phase: "Each sales rep is responsible for a sales territory with several hundred customers who often have completely different requirements. Some clients are to be called upon at a specific time of day and others are interested in a specific range of products. Additionally, Technolit's customer base is continually growing and changing. This also means that the coordination of all sales calls is extremely challenging."

Comprehensive solution

The company now uses PTV software to coordinate its sales calls, and thus saves a lot of time and money. The system reliably takes account of important factors, such as call sequence and frequency, the course of the route and the cost. All data is efficiently

combined and displayed in a user-friendly manner. Route planning also considers complex connections between variables, such as speed profiles for the route and the driving time.

In addition, the software program can schedule sales calls sorted by A, B, C customers. Now, sales representatives can concentrate on C customers to generate new business and on A customers to secure expected sales figures.



Each member of the sales team receives a personalised itinerary for each month. PTV Map&Market provides information about the best route and driving time for each route section. It also specifies the location and time of the appointments. Additionally, the itinerary can be used for reporting purposes. So, sales reps can quickly check when they called on the customer and which products they presented during their last meeting.

The sales staff is pleased to be working with the new software. According to Michael Schwab-Reimann, this is due to the fact that PTV Map&Market can be adapted to the specific needs of each team member. Furthermore PTV and ECOPLAN assisted Technolit in rolling out the software across the whole sales organisation by offering training classes and workshops to the planning team. Members of this team then accompanied the sales staff over a certain period of time in order to quickly identify and eliminate remaining problems. It has become an indispensable tool for more than 90 per cent of the employees.