

PTV Map&Market for research and development

Wiesbaden University of Applied Sciences interlinks theory and practice

University studies can be so close to real life: Students had the chance to experience realistic sales management applications in the seminar “CRM-integrated sales planning and sales force management”. After the seminar which was held by Prof. Dr. Susanne Czech-Winkelmann, the students had the opportunity to try and test PTV’s professional geomangement software PTV Map&Market.

User: Wiesbaden University of Applied Sciences, Department of Economics

Task: Interlinking theory and practice in a seminar for students with the topic “CRM-integrated sales planning and sales force management”.

Solution: Examples close to practice thanks to PTV Map&Market, the geomarketing software for optimising sales structures, clearly structured market analyses or profitable location planning.

be restructured. Without an optimised planning sales people certainly spend plenty of time in their car. And time means money. This ‘lost’ time could be more efficiently used for meeting customers,” said the student David Klöckner.



Interlinking theory and practice

No Name Inc. plans new locations

In order to create a realistic work environment, the students founded the virtual company “No Name Inc.”. In a first phase Gudrun Craighead, Sales Director at TradeDimensions GmbH, presented the planning data. Then the students took part in a training held by Thorsten Frerk from PTV to subsequently start with the exercises in medias res. In spite of the fact that they have never used a comparable solution before, all students coped easily with the software as they could use it intuitively.

Egon Schiebel who worked in sales before he started university studies, confirmed: “Based on optimised areas the software also guarantees a fair distribution of staff capacities. The software does not only calculate routes, times and turnovers. It also takes additional driving time into account which is required in rural areas, for instance.” The students simulated various scenarios for location planning and learned about the planning impacts on the trips.

More time for the customers. Less time in the car.

At a final meeting all participants summarised the results. Prof. Czech-Winkelmann emphasised the time-consuming factor for manually restructuring sales territories, even for only a reduced number of addresses. And the planning tasks become too complex when many addresses, requirements of customers and sales force as well as infrastructure have to be taken into account: “Computer-based sales planning is so much faster”.

Target reached?

The student Claudia Engel summarises: “We wanted to show some real-life applications in our lecture which became a complete success. Now I have the basic software program skills and I am convinced that these experiences will be very positive for my future jobs.”

The students underlined the role of the software in maximising the savings potential. “We have seen for ourselves which problems occur when areas have to

Prof. Czech-Winkelmann concludes: “The seminar was an excellent platform for interlinking theory and practice. Many students took part in this course although it was not required. We would like to include further seminars with PTV into our lectures programme.”