

Quincy Compressor Improves Outside Sales Team Processes with Geopointe.



Geopointe is working so well for us and we're getting great results, that as we onboard new sales people they tend to quickly adopt it as part of their tech stack to maximize their time out in the field.

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The Challenge:

- The outside sales team's role includes prospecting, one of the hardest parts of being a salesperson. They are tasked with finding new business within their territories.
- The Marketing Department undertakes the role of creating business processes; the process for creating routes to the outside sales team was lacking organization.
- Lack of direct insights into territory productivity, such as being able to see if accounts/opportunities were being touched, when renewals were coming up, and more.
- Absence of a tool that would allow them to maximize their time in the field (last minute meeting cancellations, extra time available between scheduled appointments).

Why Geopointe?

- Geopointe's powerful searching and routing tools provides a solution to finding prospects along a route and/or nearby a specific location.
- Calendar-Based Scheduling provides sales team members with the ability to upload events and create a route on the Geopointe map in Salesforce.
- Users have the ability to optimize their routes in Geopointe, minimizing time behind the wheel. They are even able to optimize based on typical traffic conditions, which is most beneficial for sales people whose territories are in cities more prone to traffic as an obstacle in their travels.
- Geopointe gives the Quincy Compressor team the ability to create shapes for each rep's territory, which is based on ZIP codes, and find opportunities/accounts that haven't been visited in a certain amount of time, have a service renewal coming up, assets on the account that might be out of warranty, etc.

The Results

- ✓ Outside sales team members are able to maximize their time out in the field with better routing.
- ✓ Sales people are able to improve their prospecting efforts by using the Geopointe map to find prospects and opportunities in the vicinity of a planned route. When they find they have extra time available in their day, they can pull up the map and search for prospects/opportunities who are nearby or along the route to their next meeting.
- ✓ Users can flag accounts that haven't been visited or had opportunities created in the last 90 days, 180 days, etc. to ensure accounts are getting the attention they deserve.
- ✓ Geopointe is part of the training for new sales people, this leads to quick adoption of Geopointe as part of their sales tech stack as they are able to quickly understand how it benefits them.