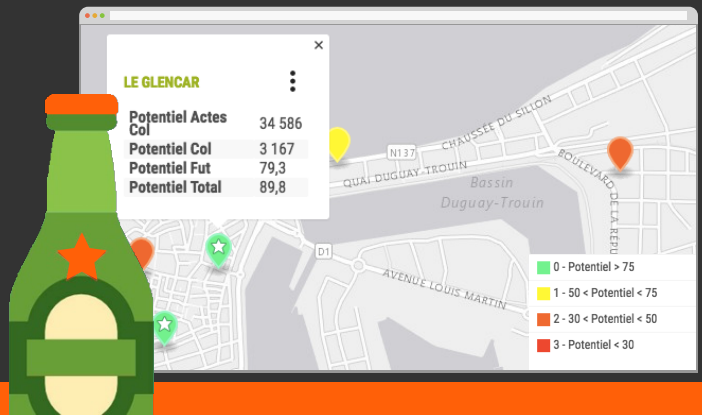


How a beer brand addresses 160,000 points of sale with 150 sales people



CRM is often seen as a necessary evil by sales teams. It is hard to convince them that using CRM is beneficial. Galigeo for Salesforce allows you to put CRM information into perspective and to boost sales efficiency.

The beer brand Sales Reps in charge of bars, hotels and restaurants are responsible for achieving sales targets within their territories.

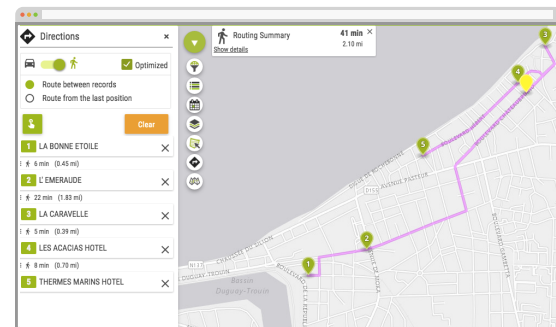
Each Rep's area accounts for more than 1000 targets. Under these circumstances, there is no other option than to be selective about which venues are targeted.

Galigeo for Salesforce allows Reps to identify opportunities with the highest revenue potential and narrow down the list to 200. This highly qualified list will be used for marketing operations, seasonal events or special beer promotions.

For increased efficiency, on a daily basis, the sales team:

- Identifies priority targets
- Saves meetings to their Salesforce calendar
- Accesses planned itineraries and nearby targets on their mobile

Salesforce was implemented 5 years ago in the beverage company. Prior to using Galigeo for Salesforce, only 45% of the Reps were using Salesforce on a daily basis. Adoption rate jumped to 75% with Galigeo for Salesforce.



Itinerary optimization

BENEFITS

- Turnover increase**
 - ARPU increased by +12 % by targeting high potential accounts
 - Number of visits +20 % by visiting nearby accounts and optimizing itineraries
- Agile organization**
 - By easily modifying sales territories and assigning corresponding accounts reps
 - By making leads assignment automatic
- Salesforce adoption**
 - The CRM becomes a real productivity tool for Sales Reps
 - Data quantity and quality increases making your CRM more valuable to the whole organization

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