

# For Sales

Enhance Salesforce records with geographic intelligence for deeper sales insights. Automatically organize customers by territory, distance, and market conditions.

RealZips Territory  
**US-9 Pacific - San Francisco**
Edit Delete Clone Mass Update Owner

Sales Rep  
Jonas Berggren
Territory Type  
Sales
Territory Status  
Active

Details **Leads** Accounts More ▾

Record Count

Lead Status

- New ●
- Contacted ●
- Nurturing ●
- Qualified ●

155

View Report As of Today at 1:12 PM ↻

Record Count

Lead Source

- Advertisement
- External Referral
- Seminar - Internal
- Trade Show
- Web

**Territory Map** Related Records Territory Team Change History

Object Map View

Leads Healthcare Leads in Nurturing Status

> Leads in the Healthcare industry currently enrolled in Nurturing campaigns.

Page 1 of 1 (Total 24 Leads)

Map Satellite

**Lead Locations (24)**

- Alexandra Nelson, University Of California Sgh Medical Group - Healthcare - Nurturing - Web 1001 Potrero Ave, San Francisco
- Amy Tso, Ucsf Medical Group Business Services - Healthcare - Nurturing - Web 400 Parnassus Ave, San Francisco
- Arshia Sadreddin, Sutter West Bay Medical Foundation - Healthcare - Nurturing - Web 2340 Clay St, San Francisco
- Catherine Madison, Sutter West Bay Medical Foundation - Healthcare - Nurturing - Trade Show 2340 Clay St, San Francisco
- Chau-chun Chien, Chien - Healthcare - Nurturing - Trade Show 929 Clay St, San Francisco

## Drive Sales Success with GeoData

RealZips instantly enriches Salesforce records with a geographic data structure, providing deeper sales insights:

### ENRICH

RealZips enriches Salesforce records with built-in geographic intelligence, delivering deep sales insights. Optimize territory management, lead routing, and customer segmentation with location data. Maximize customer focus by turning hundreds of data points per ZIP code into actionable sales strategies.

### AUTOMATE

Accelerate sales performance by integrating RealZips into Salesforce automation and Lightning Flows. Automatically route leads, assign territories based on proximity, and power Agentforce AI with precise geographic data. Minimize manual effort, maximize efficiency, and close deals with smart automation at scale.

### ORGANIZE

Automatically segment customers, leads, and accounts by zip code, city, county, MSA Metro for seamless territory management. Use interactive maps and dashboards to track market potential, quotas, and revenue while handling overlapping and global territories. Help sales teams stay focused with data-driven precision.

### EMPOWER

Deliver targeted sales activities with geographic insights. Optimize and manage overlapping territories and regions. Make meaningful connections with the right customers in the right places. Empower sales teams to work smarter, not harder, while setting the stage for accelerated revenue growth.



# Use Cases for Sales

Enrich Salesforce records with geographic context and focus sales efforts on high-potential areas.

## BEFORE REALZIPS

- No geographic structure for focused sales.
- Limited search and reporting for sales insights.
- Lacking visibility into sales opportunities by location.
- Hard to prioritize high-potential markets.
- Missing data for AI-generated sales messages.

## AFTER REALZIPS

- Automatically organize customers by territory, region, and proximity.
- Search and report on customer data using drill-down geographic metadata.
- Access market insights for improved sales strategies and activities.
- Pinpoint hotspots with jurisdictional information and market data.
- Generate AI-based sales content based on verified geographic data.

## Reach the Right Customers using GeoData

RealZips powers smarter sales with geographic intelligence across endless use cases such as:

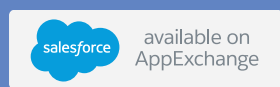
- **ZIP Code-Level Data Enrichment** – Instantly enhance Salesforce records with geographic, demographic, and market data.
- **Automated Territory Management** – Seamlessly assign leads and accounts based on ZIP codes, counties, MSAs, and regions.
- **Interactive Map Visualization** – View and analyze sales territories, customer distribution, and market hotspots directly in Salesforce.
- **AI-Powered Sales Insights** – Leverage AI-driven analytics to identify high-potential areas and optimize sales strategies.
- **Real-Time Geographic Filtering** – Search and segment customers, leads, and opportunities based on location-driven criteria.
- **Dynamic Lead Routing & Assignment** – Automatically direct leads to the right sales reps based on pre-defined geographic rules.
- **Customizable Data Layers** – Integrate additional data layers such as census insights, competitor locations, and market trends.
- **Seamless Salesforce Integration** – 100% native to Salesforce, ensuring a smooth, secure, and scalable experience.
- **Global Data Coverage** – Access geographic data beyond the U.S., supporting international sales and territory management.
- **Integration with Flow Automation** – Enhance Flow automation with geographic intelligence and dynamic assignment logic.
- **Automatic Distance Calculation** – Instantly compute distances between leads, customers, and reps for smarter sales planning.
- **Deep Market Data** – Unlock granular insights into market conditions, customer demographics, and regional trends.

### WHAT OUR CUSTOMERS SAY

RealZips is a fantastic solution for managing complex sales territories and contracts across different regions and countries. It integrates seamlessly with Salesforce and provides a powerful and intuitive way to visualize, analyze, and optimize your business performance. - C. Valdez

### DELIVER SALES SUCCESS

Equip your sales teams with the geographic insights they need for accurate, data-driven decisions. Visualize sales territories, optimize record ownership, and leverage deep market data for better targeting. With RealZips, organizations gain a competitive edge by turning location intelligence into revenue growth.



[Click here for Sales Blog](#)