

Sales Management Association Webcast



**SALES
MANAGEMENT
ASSOCIATION**

Enhancing Sales Force Insights with Geoanalytics

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Presented by

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About The Sales Management Association

A global, cross-industry professional association for sales operations and sales management.

Focused in providing research, case studies, training, peer networking, and professional development to our membership.

Fostering a community of thought-leaders, service providers, academics, and practitioners.

www.salesmanagement.org

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Today's Speakers



Mark Baird

Vice President

Ascent Cloud

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Enhancing Sales Force Insights with Geoanalytics



What is Geoanalytics?

Geography

+

Analytics

Location

+

Intelligence

Visualization

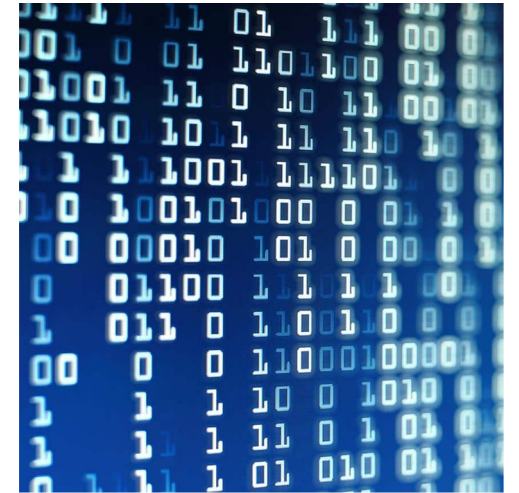
+

Data

Context

+

Insight



Why should you care about Geoanalytics?

Geoanalytics is an easy, powerful, and fun way for the 65% of us that are visual learners to:

- Report results

- Uncover Insights

- Answer questions

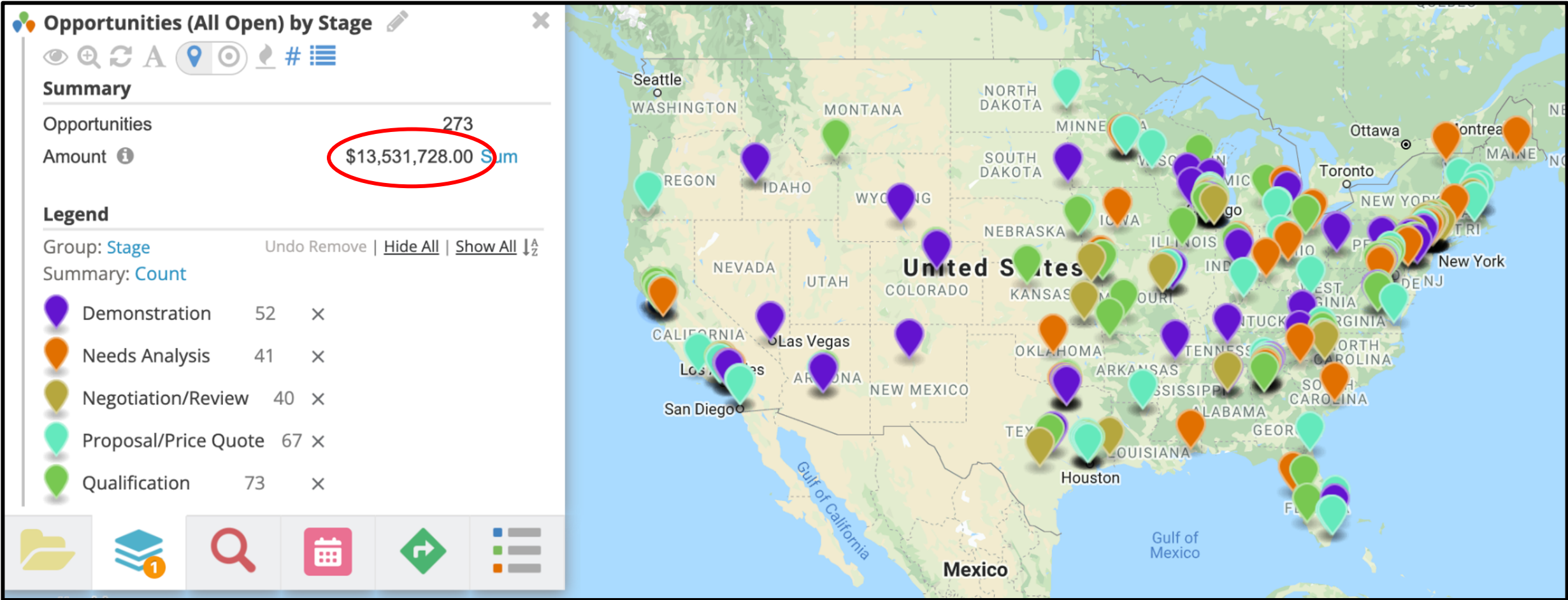
- Solve problems

- Streamline processes

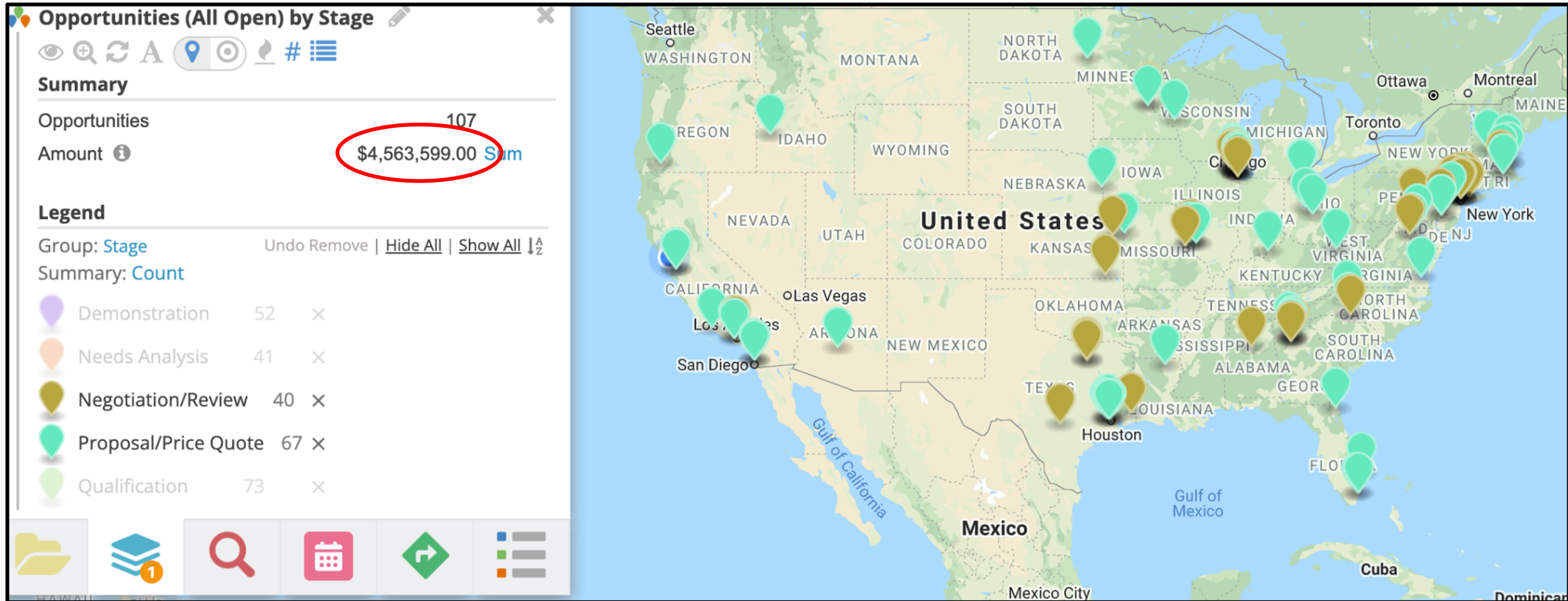


....that doesn't require a Masters Degree in Data Science or GIS!

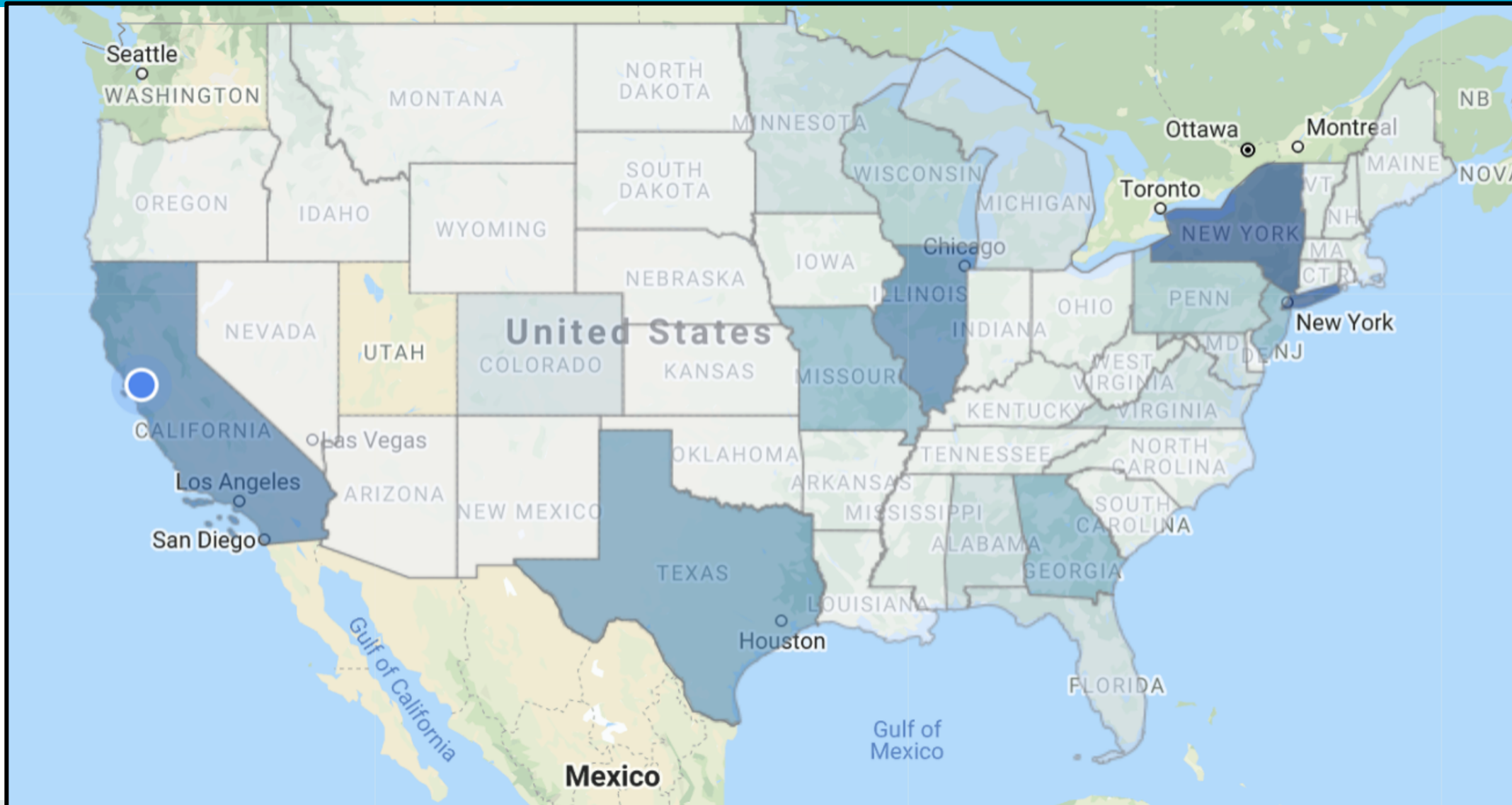
What is my Q4 pipeline? (Show all my open opps)



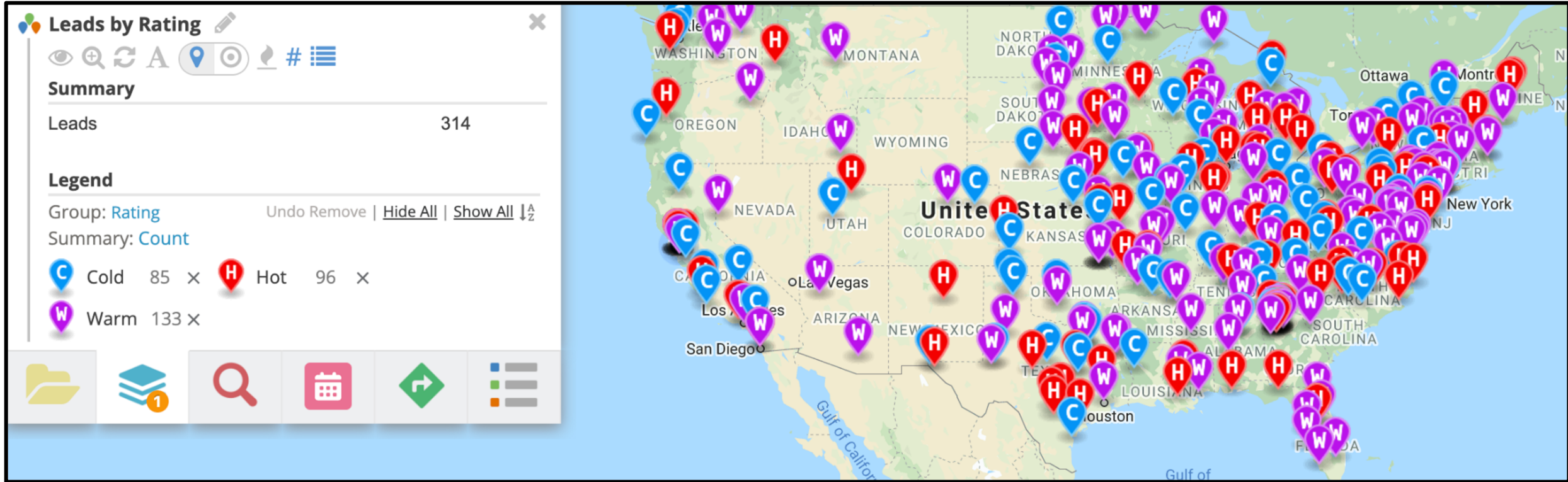
What is my Q4 pipeline? (Show only “late stage” opps)



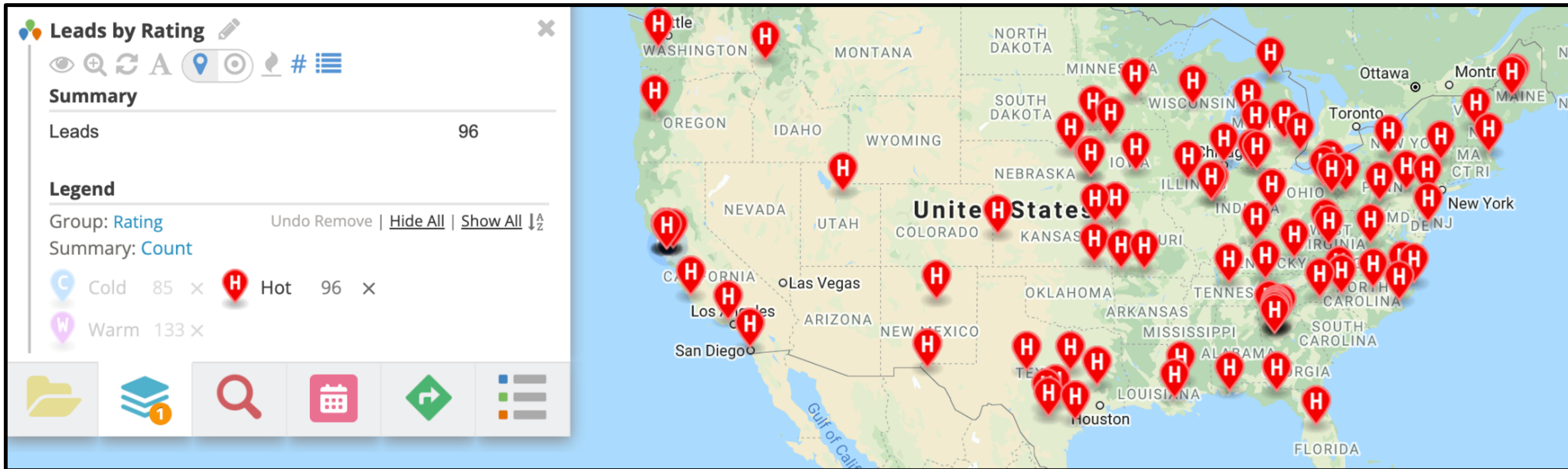
What is my Q4 pipeline? (Show by state)



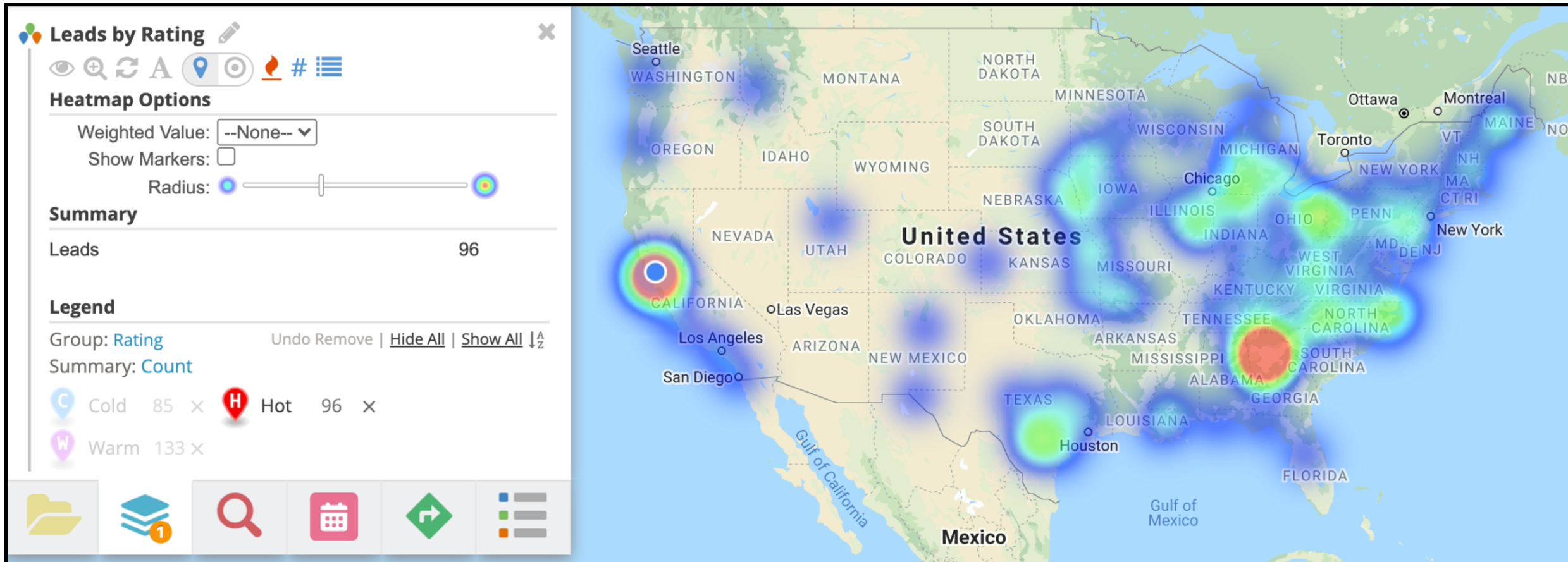
Where are my “warmest” prospects? (Show all my leads)



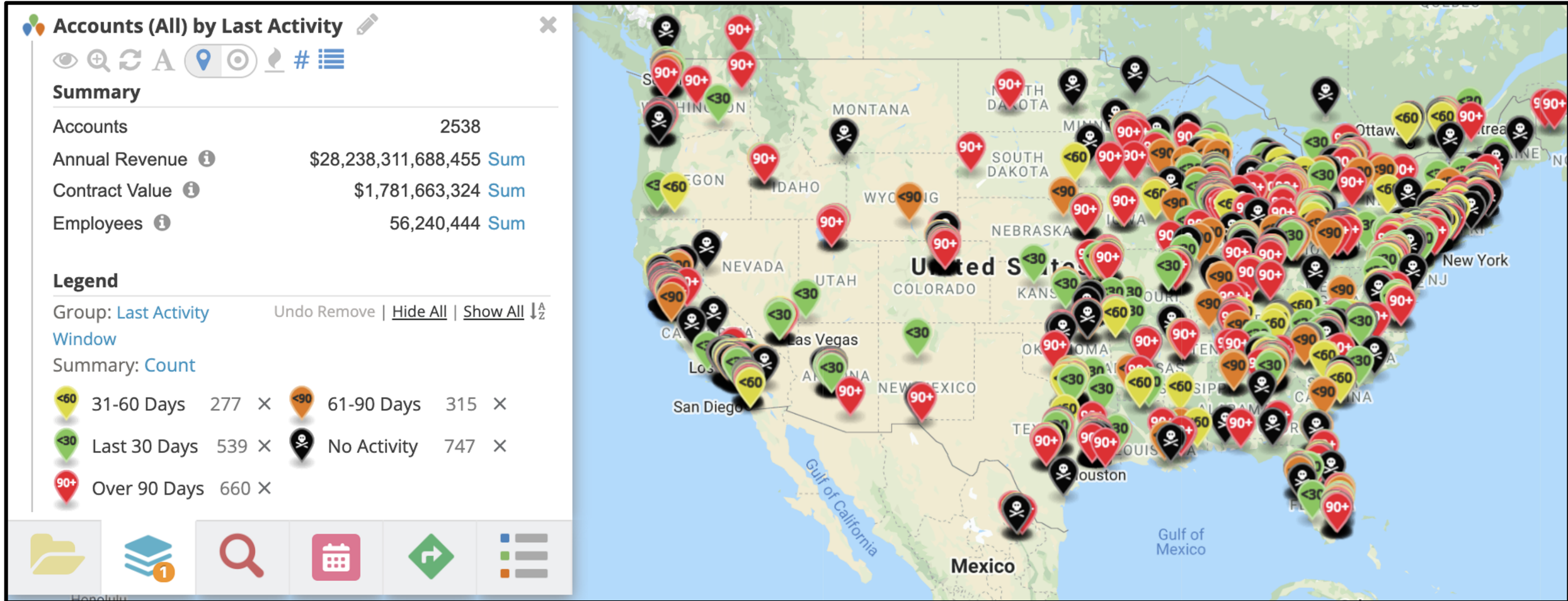
Where are my “warmest” prospects? (Show all my “hot” leads)



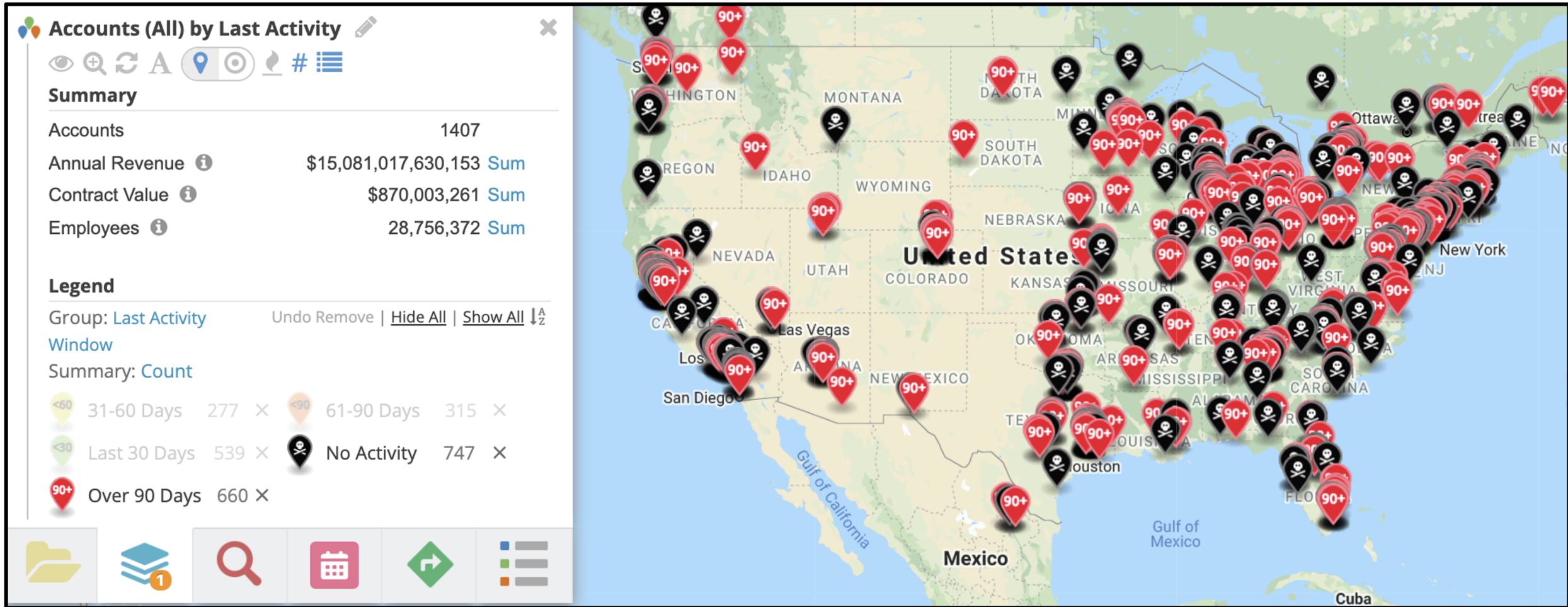
Where are my “warmest” prospects?



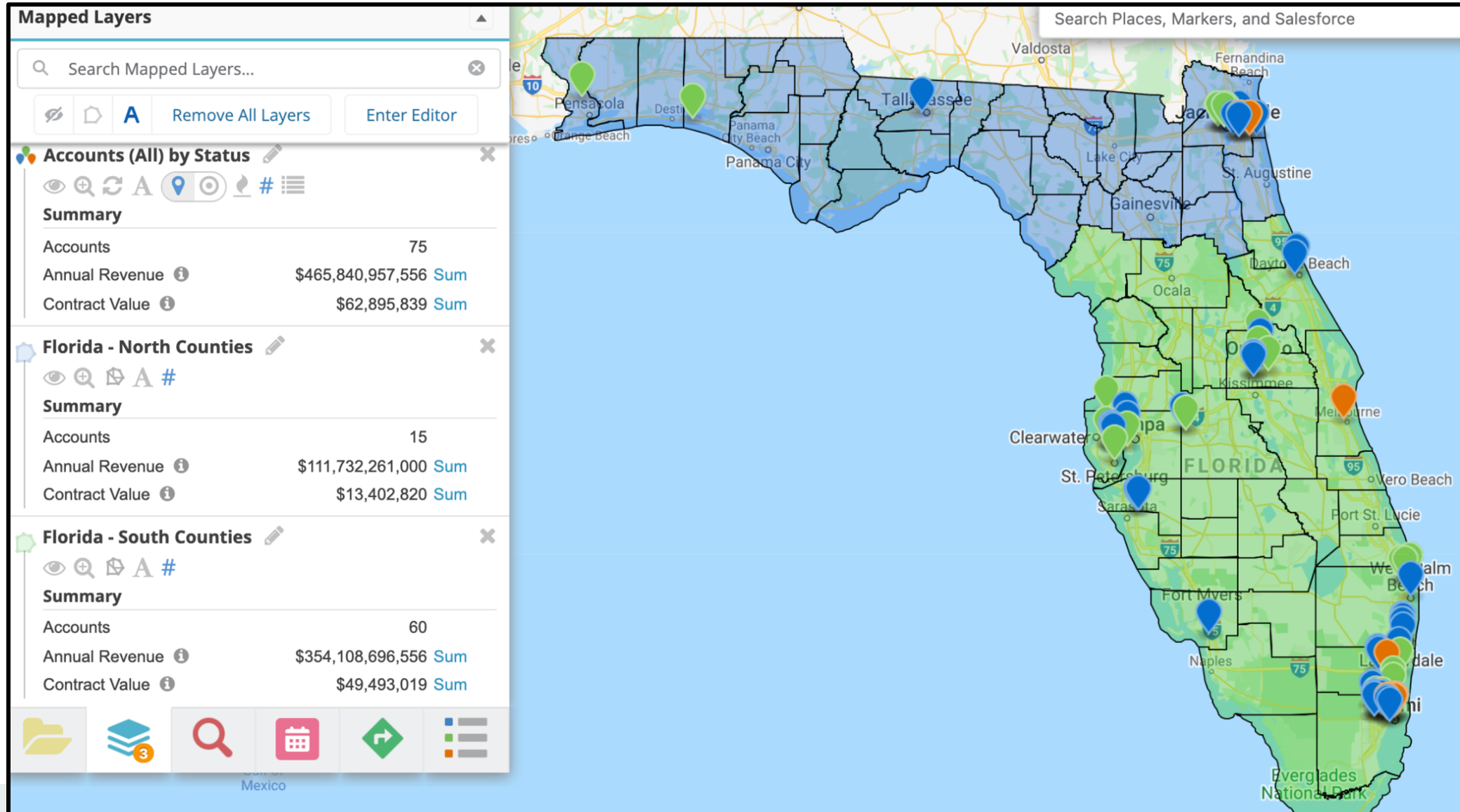
Which accounts are due a call?



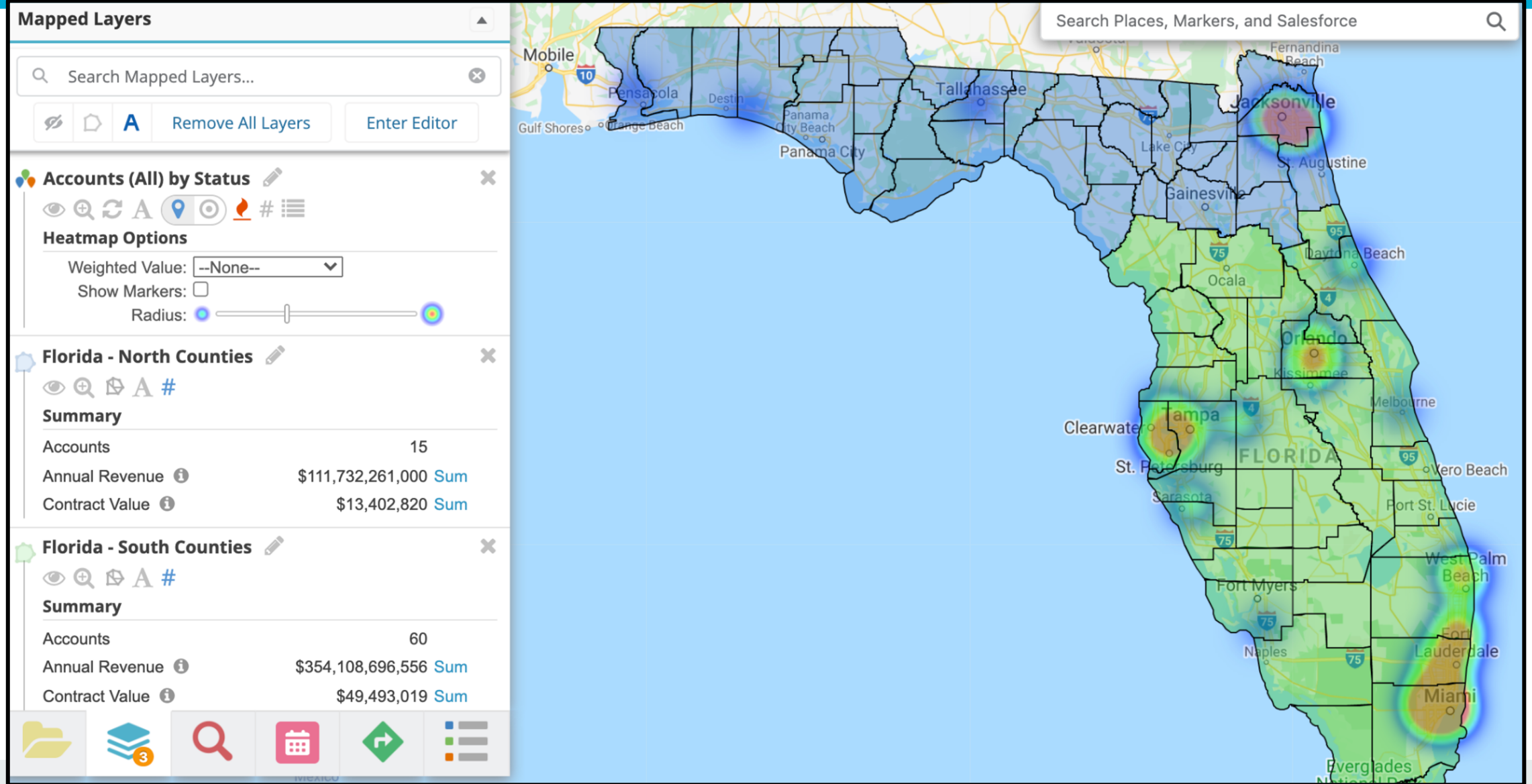
Which accounts are due a call?



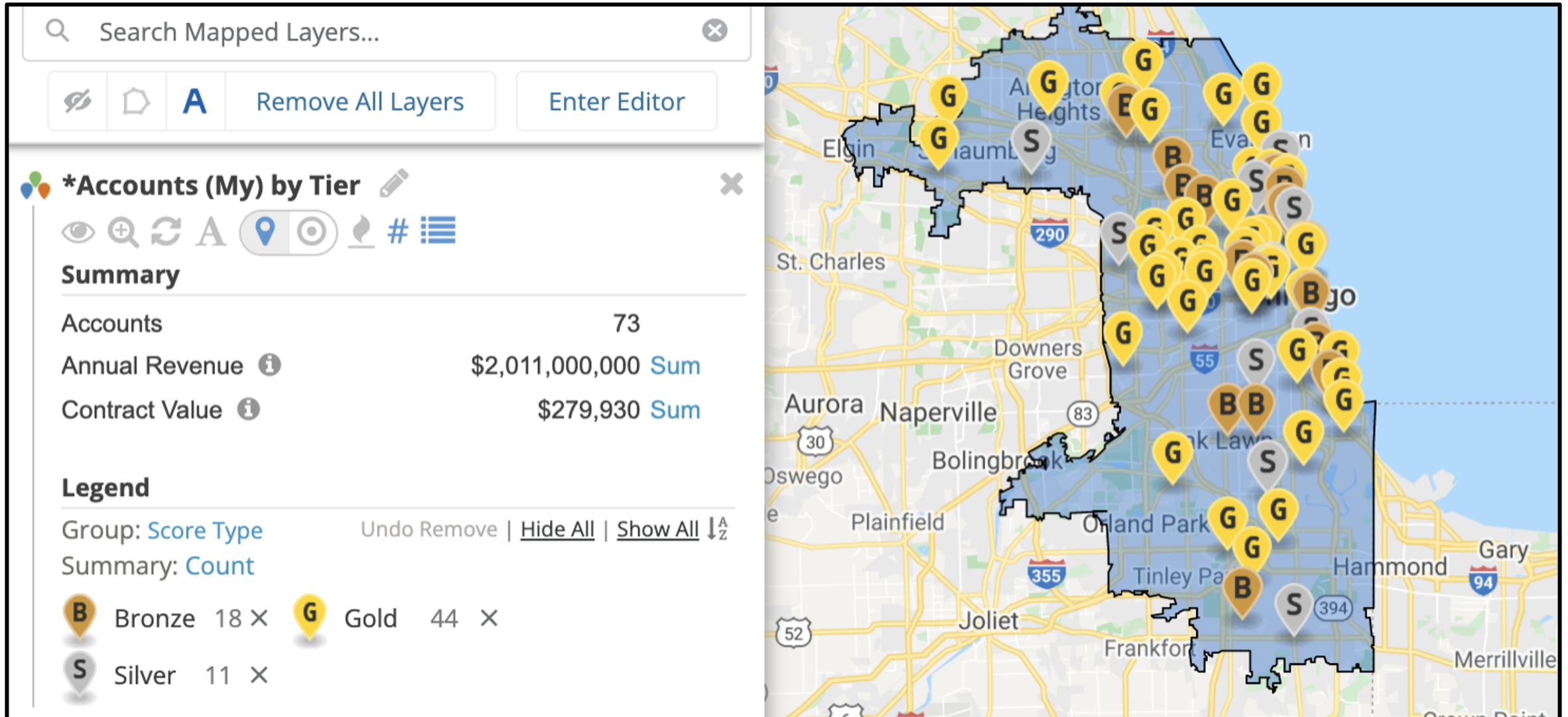
Where do we need a new rep? (Where are we out of balance?)



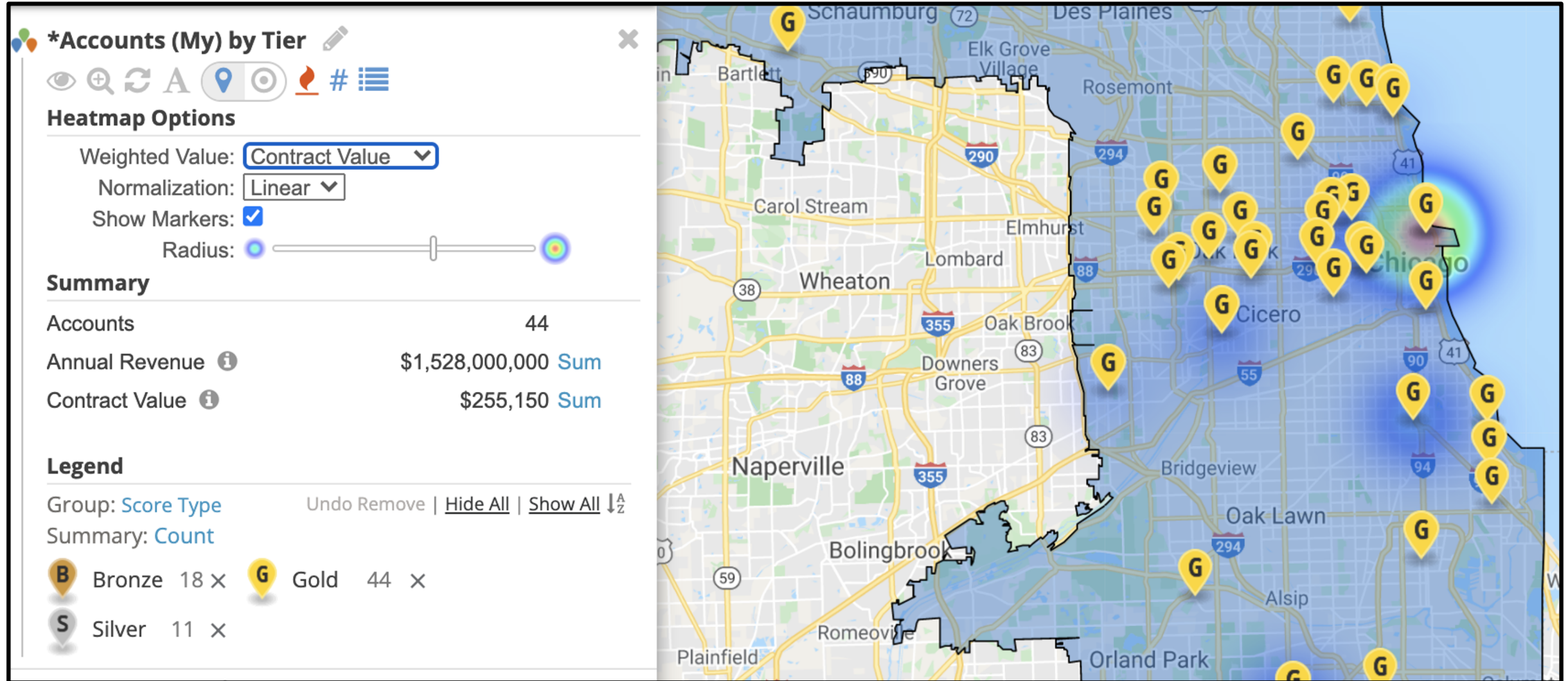
Where do we need an additional rep?



Where is my territory?



Where will I go on my first trip? (Where are my largest accounts)



Where will I go on my first trip? (How will I route my day?)

Type: Distance ▼

Optimize: ☒ i

Route Options

1 **O'Hare International Airport**

10000 W O'Hare Ave, Chicago, IL 60666

33 mins - 18.3 mi

2 **Northwestern Memorial Hospital**

251 East Huron Street, Chicago, IL 60611

Account Phone : (312) 926-2000 📞

Account Type : Hospital

17 mins - 9.5 mi

3 **St. Bernard Hospital**

326 W 64th St, Chicago, IL 60621

Account Phone : (773) 962-3900 📞

Account Type : Hospital

25 mins - 15.1 mi

4 **Macneal Memorial Hospital**

3249 S Oak Park Ave, Berwyn, IL 60402

Account Phone : (708) 783-9100 📞

Account Type : Hospital

35 mins - 21.5 mi

5 Stops - 64.4 mi (approx. 1 hrs 51 min)

Type: Distance Optimize: ☒

Route Options

1 O'Hare International Airport
10000 W O'Hare Ave, Chicago, IL 60666
— 🚗 23 mins - 12.2 mi

2 Kindred Chicago Central Hospital
4058 W Melrose St, Chicago, IL 60641
Account Phone : (773) 736-7000 📞
Account Type : Hospital
— 🚗 20 mins - 8.0 mi

3 Northwestern Memorial Hospital
251 East Huron Street, Chicago, IL 60611
Account Phone : (312) 926-2000 📞
Account Type : Hospital
— 🚗 17 mins - 9.5 mi

4 St. Bernard Hospital
326 W 64th St, Chicago, IL 60621
Account Phone : (773) 962-3900 📞
Account Type : Hospital
— 🚗 11 mins - 5.3 mi

9 Stops - 68.73 mi (approx. 2 hrs 17 min)

The map displays a blue route through Chicago, Illinois, connecting four locations. The route starts at O'Hare International Airport (Stop 1), travels south through Rosemont and Norridge, then east through Franklin Park and Schiller Park. It continues south through Maywood and Brookfield, passing the Brookfield Zoo, before heading east through Grange and Cicero. The route then turns south through Little Village and Brighton Park, ending near Englewood. Numerous yellow location pins labeled 'G' are scattered across the city grid. Major highways like I-90, I-55, and US-41 are shown as thick grey lines.

Where will I go on my first trip? (Who else will I visit?)

*Accounts (My) by Tier

No visible records are within this layer.

Legend

Group: Score Type Undo Remove | [Hide All](#) | [Show All](#) ↓

Summary: Count

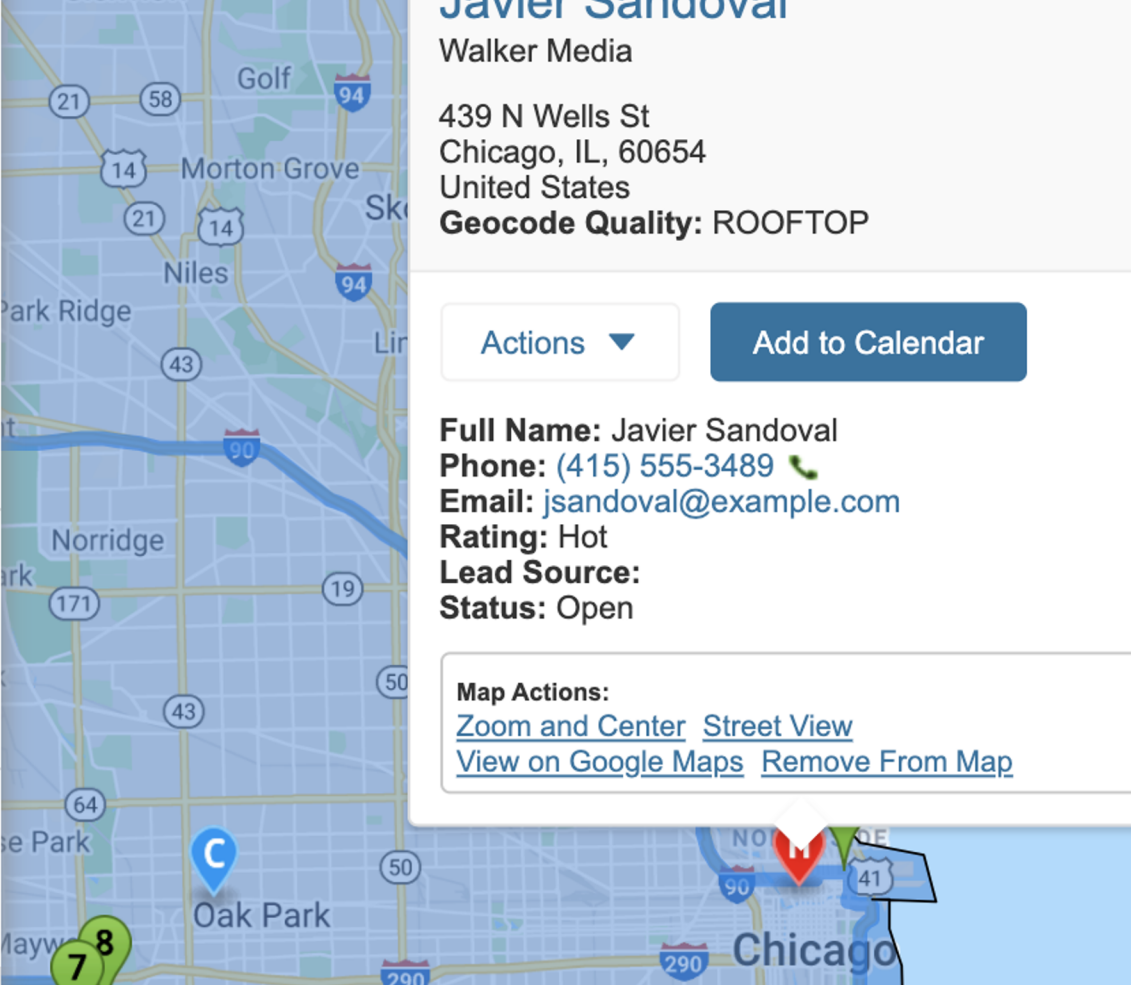
B Bronze 18 ×	G Gold 44 ×
S Silver 11 ×	

Leads by Rating

Leads 2

My Territory

Summary



Javier Sandoval

Walker Media

439 N Wells St
Chicago, IL, 60654
United States

Geocode Quality: ROOFTOP

Actions ▼
Add to Calendar

Full Name: Javier Sandoval
Phone: (415) 555-3489 📞
Email: jsandoval@example.com
Rating: Hot
Lead Source:
Status: Open

Map Actions:
[Zoom and Center](#) [Street View](#)
[View on Google Maps](#) [Remove From Map](#)

Your Questions



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Thank You