


# WIN MORE TERRITORIES. TRANSFORM SALES.

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A map of Texas with several red pushpins placed on various cities, including Dallas, Austin, San Antonio, Houston, and New Orleans. The map is overlaid on a red background.

**32%** Increase in Sales Coverage  
with Effective Territory Planning

## Introduction

**Define, design, organize,** and **balance** sales territories to expand coverage. Devise an equitable territory distribution strategy to unlock sales efficiency and rebalance territories.

Use data-driven location intelligence to create a balanced territory design and identify untapped opportunities to expand.

Distribute leads using Dista's **S.P.A.C.E.** (**S**killset, **P**roximity, **A**vailability, **C**apacity, **E**xperience) framework to effectively prioritize the right prospects with the right sales reps. Maximize selling efficiency with effective scheduling and route planning for field sales teams.

[DOWNLOAD](#)

# Benefits

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## Intuitive, Maps-based Visualization

Visualize sales data on a map to get actionable insights on sales coverage, customer density, lead density, demand hotspots, and detailed sales channels.



## Maximize Sales Coverage

Map territories to the right sales rep and balance workloads to maximize coverage. Plan optimal lead distribution to eliminate coverage gaps and improve sales.

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## Increase Cost Efficiency

Aligning territories to the right sales rep offers dynamic route planning leading to improved fuel efficiency, saving travel cost, and increasing the number of meetings in one trip.



## Boost Sales Engagement

Apply Dista's **SPACE framework** to equitably distribute leads and customers to ensure sales reps focus on meaningful interactions and sell more.

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## Elevate Sales Productivity

Balanced territory design optimizes workload and guides reps to better service leads and customers. It improves beat planning and route optimization for enhanced sales productivity.



## Measure Territory Performance

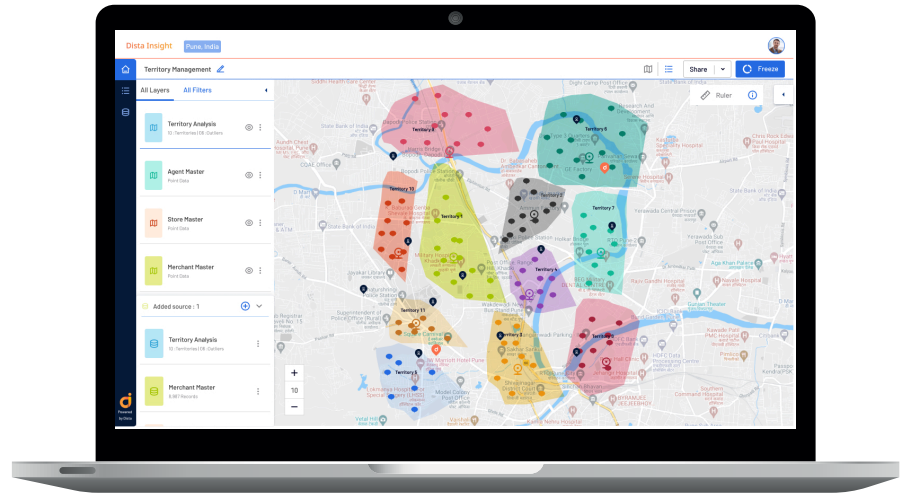
Analyze sales territory performance. Uncover trends and decode audience behavior with drill-down territory analysis. Compare rep performance by territories to map quota achievement.

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# Features

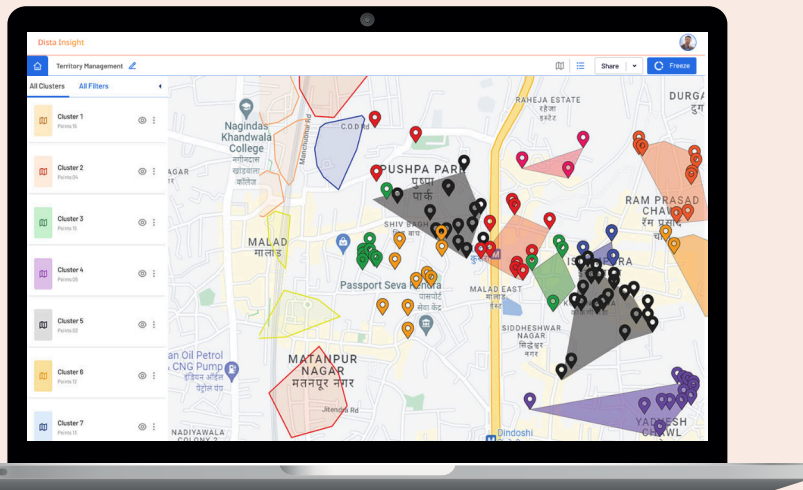
## Area Categorization

Use data-driven insights to design area segmentation, fix overlaps, and remove coverage gaps.



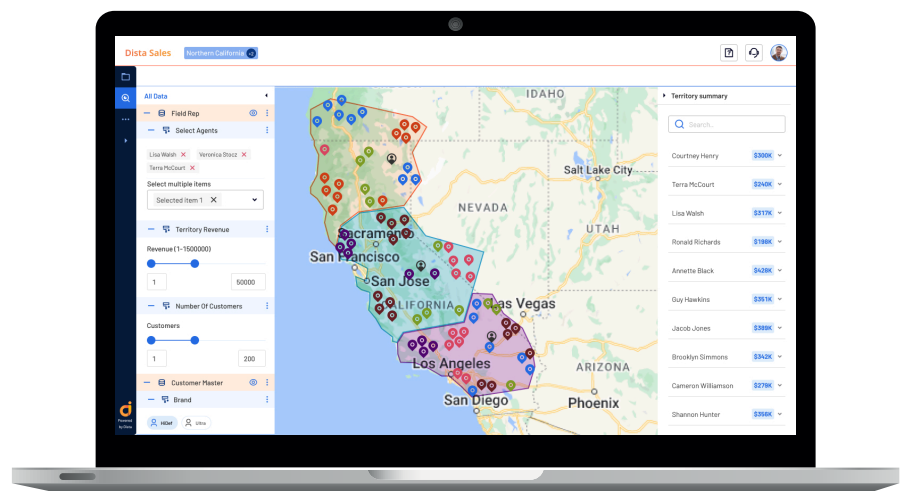
## Cluster Analysis

Design location clusters within territories by zip codes, customer density, lead density, etc. Pair it with point of interest (PoI) data for better decision-making.



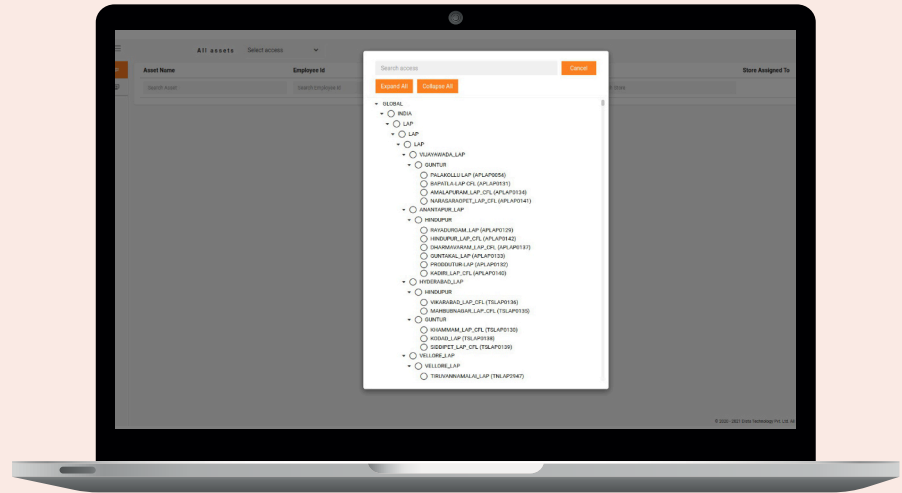
## Territory Alignment

Align territories with the right field sales using over 100 business rules and customize the territory plan to suit your business workflow.



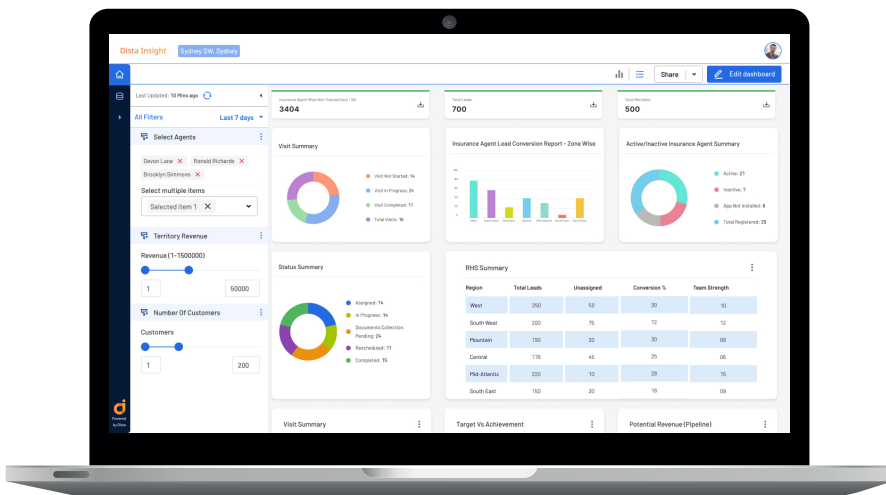
# Geo-hierarchy Management

Define hierarchy by territory and assign access by roles. Enable data sharing between relevant functions.



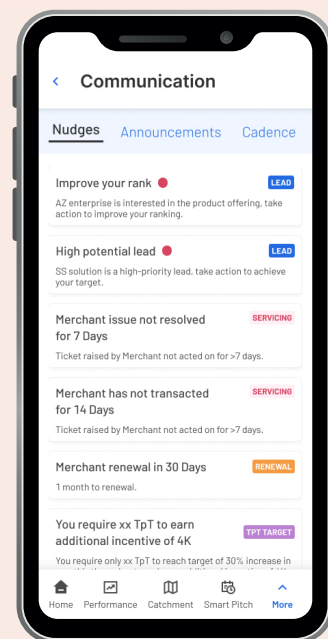
# Territory Performance Management

Get detailed insights into **territory performance**. Gain visibility into every sales activity. Set, measure, and compare performance of each territory.



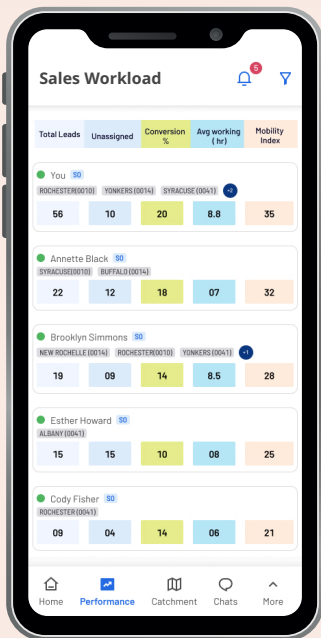
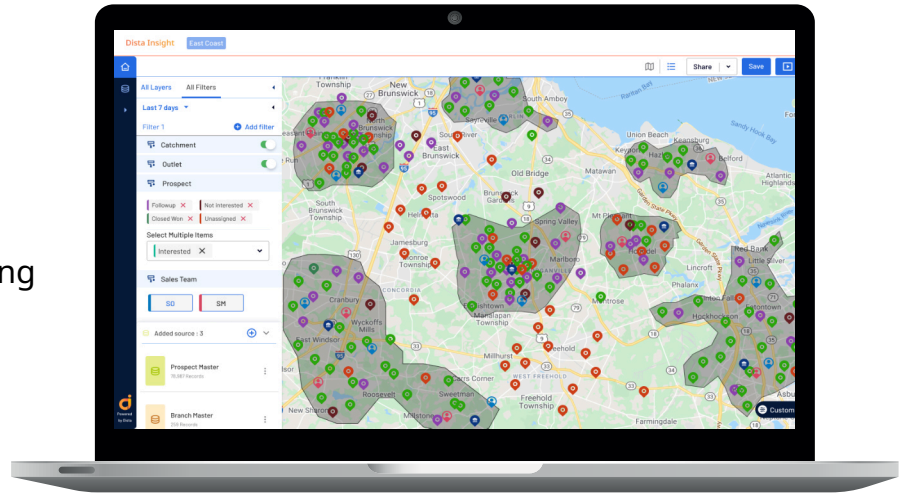
# Lead Proximity Intelligence

Get contextual notifications for nearby leads during sales visits and increase selling opportunities.



## Market Intelligence

Never miss new opportunities by uncovering new trends and identifying patterns within territories.

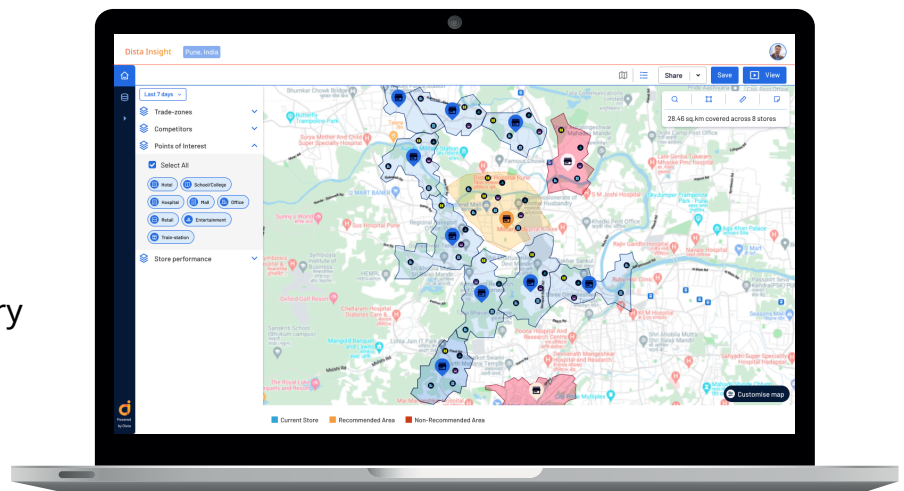


## Sales Resource Optimization

Balance the territory plan with equitable lead and customer distribution. Maintain optimal sales workload balance to boost productivity.

## Predictive Analysis

Design and modify sales territories using predictive analytics. Gain foresight to set realistic sales territory goals and forecast projections.





## Dista Sales

Field Sales  
Management



## Dista Service

Field Service  
Management



## Dista Deliver

First, Mid, and Last Mile  
Delivery Management



## Dista Insight

Discover, Visualize,  
Analyze, and Predict

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