## **e**Spatial

## 8 Best Practices

For route planning & optimization

- Understand customer locations (focus on highest sales potential)
- Align with your sales strategy and prioritize calls
- Build around critical and pre-scheduled meetings
- 4 Review your availability and workload
- Review and adapt to your customers' availability
- 6 Plan your week or month first
- 7 Optimize your selling day
- 8 Be flexible with your day



## 8 Best Practices

## **Diagnostic tool**

