



HOW TO ORGANISE TOMORROW'S SALES FORCE?

INFOGRAPHIC

RESULTS OF OUR SALES REPS SURVEY

INTRODUCTION

We questioned over 100 Sales Reps across Europe (NL/FR/UK) in 2023 to know more about their tasks and the organisation of their work. As the market leader, Roamler gives you key insights to increase the productivity of your teams

Main Takeaways:

1.



Sales Reps spend
3,4 hours/day
on the road

2.



62%
is the average contact
rate for Sales Reps

3.

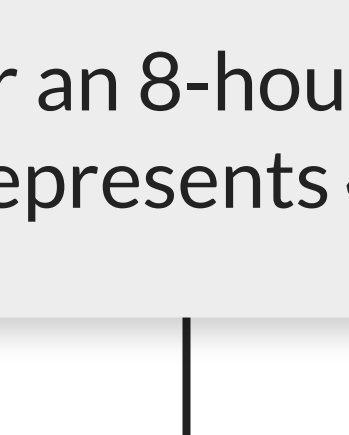


Most time
consuming daily task:
**Merchandising
tasks/fill in OOS**

ABOUT ROAMLER

We allow you to identify and activate growth levers in-store. In-store visits are simplified, time on the road is reduced and high value-added activities such as sales and merchandising can be prioritised. Increase your sales and in-store execution with Roamler!

HOW MUCH TIME DO SALES REPRESENTATIVES SPEND ON THE ROAD?



DID YOU KNOW?

In average, a Sales Representative
spend **3,4 hours per day**
on the road

Over an 8-hour day,
this represents **42.5%**

ZOOM PER COUNTRY

NL

**3,7
hours**

UK

**3,4
hours**

FR

**3,1
hours**

QUOTES FROM THE SALES REPRESENTATIVES

QUESTION

What could improve
your retail execution
performance to help
you to sell more/drive
more growth?

ANSWERS

“Smaller region ”

“Less travel
between
locations ”

“Less stores ”

HOW ROAMLER CAN HELP

Need to check a store or set up merchandising material? Trigger tasks directly through our service **FOCUS** and avoid unnecessary travel. Increase productivity, reduce carbon footprint, and drive business growth.

OUT OF EVERY 10 STORE VISITS, HOW MANY TIMES DO SALES REPRESENTATIVES HAVE A SALES CONTACT?



DID YOU KNOW?

The **average contact rate** for
Sales Reps during their visits is
62%

ZOOM PER COUNTRY

FR

67%

UK

59%

NL

60%

QUOTES FROM THE SALES REPRESENTATIVES

QUESTION

What could improve
your retail execution
performance to help
you to sell more/drive
more growth?

ANSWERS

“Having a key
store contact ”

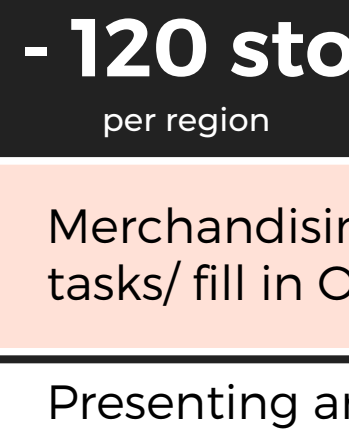
“The quality of
relations with
our contacts ”

“More time
with decision
makers ”

HOW ROAMLER CAN HELP

With Roamler, your field team can focus on selecting stores with added value, resulting in more qualitative visits and increased time with decision makers to maximize sales. Additionally, our team of on-demand professionals can handle critical in-store tasks for you.

WHICH OF YOUR DAILY TASK TAKES UP MOST TIME?



DID YOU KNOW?

Under 120 stores, the **daily task**
that takes up **most time** is
“**Merchandising tasks/ fill in OOS**”

ZOOM PER COUNTRY

UK

#1: Merchandising
tasks/ fill in OOS

#2: Store checks

#3: Presenting and
negotiating with
key contacts

FR

#1: Merchandising
tasks/ fill in OOS

#2: Presenting and
negotiating with
key contacts

#3: Store checks

NL

#1: Observation visits

#2: Merchandising
tasks/ fill in OOS

#3: Store checks

QUOTES FROM THE SALES REPRESENTATIVES

QUESTION

What could improve
your retail execution
performance to help
you to sell more/drive
more growth?

ANSWERS

“Data that helps
me prioritize the
correct category of
products to action ”

“More store
information
before my
visits ”

“Better planning
tools and a CRM ”

HOW ROAMLER CAN HELP

Roamler allows your field team to know exactly which stores to prioritize. For example, do you have a promotional campaign running? Identify in which stores the promotion is not displayed so your Sales Representatives or our on-demand professionals can go and fix it quickly.

CONCLUSION

The time of a Sales Representative is precious. With so many stores to visit, time spent on the road represents a considerable loss of opportunities and energy. It also has an impact on the relationship between the Sales Reps and the in-store decision-makers, as they cannot spend enough time with them: A Sales Representative has a sales contact in only 6 stores out of 10.

Let us take care of store checks & merchandising tasks so your Sales Representatives can be focused on sales and maximise their potential to grow their territories! Boost your retail execution with Roamler.

[SEE OUR SOLUTIONS](#)

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