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— Jack Swift, VP Dental Sales & Service
Philips Sonicare

Q What was your initial reason for choosing a navigation device to meet your business need?

A We at Philips Sonicare chose TomTom navigation devices to maximize our field sales representatives' selling time in the field. Our territories are very large, sometimes encompassing multiple states. Due to the large area we cover, it is unrealistic to expect that everyone knows how to navigate around the territories. A GPS device allows an experienced rep to make more sales calls per day and a brand new rep to immediately become productive.

Q Why did you choose TomTom?

A Our sales representatives call on dental offices throughout the US & Canada. TomTom was the only GPS device that had the “dentist” feature under Points of Interest. This feature allows our sales representatives to find new & existing dental offices that may not already be in our database. Our field sales team has been able to uncover sales opportunities that they did not know existed.

Q What features are important for your organization?

A Points of Interest. The “dentist”, fuel, airport & restaurant POIS are very important. Also, having the ability to pre-program a day's worth of sales calls has helped reduce the amount of time between sales calls.

Q After using the product, have you seen a reduction in operating costs to your fleet or business? If so, please elaborate.

A Sales representatives have been able to make an average of 2 to 3 more sales calls per day now that they are using their TomToms to navigate throughout their territories. Activity equals results. The more sales calls our representative make, the more they can sell. TomTom basically pays for itself within two weeks due to the increase in productivity.

Q How do the TomTom devices offer your fleet added safety?

A Our sales representatives were previously using multiple paper maps to navigate within their territories. Although we never had any accidents due to trying to read a map while driving, it was probably just a matter of time.

Q What is the current size of your operation and approximate number of devices in the field?

A Our field sales team is comprised of 100 representatives throughout the US & Canada. Each representative is currently equipped with a TomTom.

Q How has the product been received by your employees?

A The TomTom devices were very well received by our field sales team. We've been using them for a little over a year and it is hard to remember life without a TomTom. We would probably have a revolt on our hands if we suddenly took them away. A TomTom has become as essential as a laptop to our field sales reps.

Q How has this impacted employee work performance/job satisfaction?

A Sales reps no longer worry about getting lost on their way to an appointment. TomTom GPS units have helped reduce stress and anxiety to both our new and experienced sales reps.

Q What are your future plans for TomTom products in your organization?

A We are currently in the process of expanding the size of our sales force and will continue to issue TomTom GPS devices to our field sales reps.

Q What is your role at the company?

A Jack Swift, Vice President of Dental Sales & Service