

# Software training courses



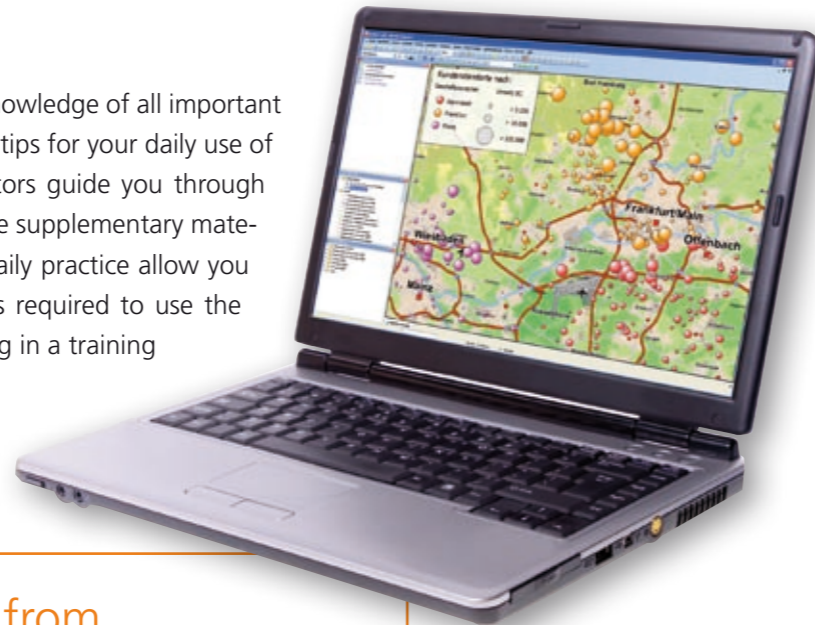
## Become a RegioGraph power user!

- Learn the fundamentals and key functions of the software
- Profit from practice-oriented examples as well as tips from the course instructors
- Implement RegioGraph more effectively into your daily workflow

# Knowledge, motivation, fun: Master the software with a RegioGraph training course!

Become a power user in just two days!

A RegioGraph training course gives you knowledge of all important fundamentals as well as valuable practical tips for your daily use of the software. Experienced course instructors guide you through easy-to-comprehend steps. Comprehensive supplementary materials and practice examples drawn from daily practice allow you to quickly and efficiently master the skills required to use the software successfully. In short, participating in a training course will save you a lot of time!



## What you can expect from a RegioGraph training course:

1. Learn the fundamentals of map production, such as creating a map with a customized layout.
2. Learn how to import, analyze and visualize market and company data.
3. Find out more about the best import, analysis and selection methods for visualizing branch, employee and customer locations on a map.
4. Become acquainted with the map editing tools that allow you to import, adjust and display your sales territory structure.
5. Enhance your skills by completing the optional practice exercises on professional map production, analyses, calculation functions, map presentations, sales territory planning and the map editor.

### Additional points covered in the RegioGraph Planning course:

Everything you need to know about sales territory planning: optimizing existing structures; planning territories according to accessibility, workload or potential; generating territory reports and much more.

RegioGraph training courses benefit beginners and advanced users alike

A RegioGraph training course helps both beginners and more experienced users learn how to use the software more effectively. Courses provide participants with a systematic, comprehensive introduction to all of the software's features. For those already familiar with the software, a training course is an excellent opportunity to learn RegioGraph's new features. Take advantage of this opportunity to explore the boundless possibilities offered by RegioGraph!

Services included with your booking:

- Organization of your hotel reservation
- Lunch on both days of the training course
- Training course location in Bruchsal, Germany is easily accessible by car and train.

Flexible options: Company training courses offered at your place of business

Our instructors can also deliver the course at your place of business. This allows them to tailor the content according to your preferences. For example, you can request that instructors emphasize location analysis or sales territory planning, depending on your needs. Contact us for more information.

More than 7,000 successful participants attest to the quality of our courses:

» "Tremendously valuable for strategic sales territory planning. Wonderfully prepared and structured course. Admirably practice-oriented." «  
Burkhard Heihoff, Sales Manager, Canon Deutschland GmbH

» "The training course was superb. I learned so much, including lots of tricks and shortcuts." «  
Norbert Gneiding, Schleich GmbH



A RegioGraph training course in Bruchsal offers a small-group setting, a pleasant learning environment and modern, well-equipped facilities. We also offer courses at your place of business.

# RegioGraph Analysis and Planning: Group and company course contents

## Contents of RegioGraph Analysis course

- Fundamentals of map production
- Visualizing customer locations, branch locations, etc.
- Importing turnover, customer locations and market data
- Analysis and display options
- Working in layer tables
- Calculating and selecting
- Displaying and re-organizing external sales territories
- Searching for information on the map
- Exporting maps and data for graphics, internet usage and presentations
- Creating impressive, insight-generating maps

## Additional contents of RegioGraph Planning course

- Generating and optimizing sales and service areas
- Balancing territories according to weighted criteria
- Merging and splitting territories
- Analyzing and optimizing customer and business locations based on accessibility
- Generating territory and statistical reports

## New additions

- Working with background maps
- Using information tools and selection options
- Generating PDF reports and documents

## New additions

- Mapping customer addresses with street-level precision
- Calculating substitutes for external sales force members
- Generating territories according to accessibility
- Searching for data within a drive-time zone around a location

Questions? We'd be happy to answer them.  
Contact us at **+49 (0) 7251 9295200**  
or [info@gfk-geomarketing.com](mailto:info@gfk-geomarketing.com).

Additional information can be found at  
[www.gfk-regiograph.com/training](http://www.gfk-regiograph.com/training).



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