



Designing Smarter Sales Territories for UK Growth

How a national wine distributor used territory planning to reduce overlap and improve regional coverage.

The Challenge

A leading national wine distributor was expanding its customer base across multiple UK regions, supplying both on-trade and off-trade accounts. Over time, their sales territories had evolved without a consistent structure, shaped by account growth and individual relationships rather than a clear plan.

This had led to uneven coverage, with some sales reps working overlapping areas, while other regions had clear demand that was being overlooked. Travel inefficiencies were also starting to affect how effectively teams could manage their accounts.

The business needed a more structured process to define territories based on where customers were located and how demand was distributed.

The Solution

Using Periscope[®] they were able to:



Analyse customer locations and account distribution to understand how demand is spread across territories.



Build realistic territories using travel-time modelling and postcode-level data to reflect how teams operate.



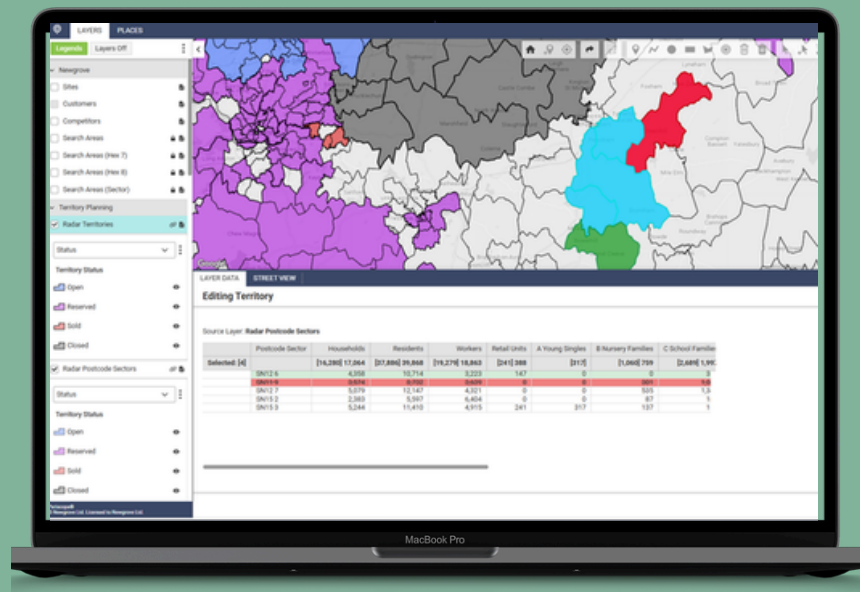
Identify overlapping areas where multiple sales reps are covering the same customers and accounts.



Redesign territories to balance workload, improve coverage and reduce unnecessary travel across the sales network.

Creating More Effective Sales Territories

Customer distribution and travel-time analysis, were used to rebalance territories across the UK, reducing overlap and improving coverage in key regions.



What the Data Revealed

Data Layer Analysed	Business Insight Generated
Customer locations	Showed where on-trade and off-trade accounts were concentrated.
Travel-time analysis	Defined realistic territories based on how reps travel between accounts.
Sales performance data	Highlighted differences in territory workload and opportunity.
Existing territories	Identified overlap and duplication across sales coverage.
Demographic context	Provided additional insight into regional demand patterns.

"Territory conflicts used to cost us time and money. With Periscope®, we now model balanced, data-backed territories in minutes. Their support team even helped us upload historic sales from a legacy CRM flawlessly."

— National Operations Director

Periscope® helps you design territories around real demand, improving coverage, reducing overlap and giving your teams a clearer structure to perform.

Turn Market Insight into Scalable Growth with Periscope®