



Identify, monitor and engage new sales opportunities.



The leader in retail location data and insight.

ProPoint™

Monitor existing customers and identify new opportunities direct from your desktop.

■ About ProPoint™

By incorporating your sales data into our ProPoint™ tool you can bring your data to life. Once integrated, ProPoint™ enables you to get the complete picture when planning new sales offensives, targeting advertising campaigns and monitoring effectiveness.

Companies already relying on ProPoint™ include some of the largest distributors and wholesalers across multiple sectors, from the convenience to groceries market.

"The Local Data Company's outlet capture for the major UK population centres is unrivalled. Working with Local Data Company has helped my business gain a greater understanding of the changing face of High Streets nationwide."

James Scott
Market Insights Manager
Bibendum



Features & Benefits include:

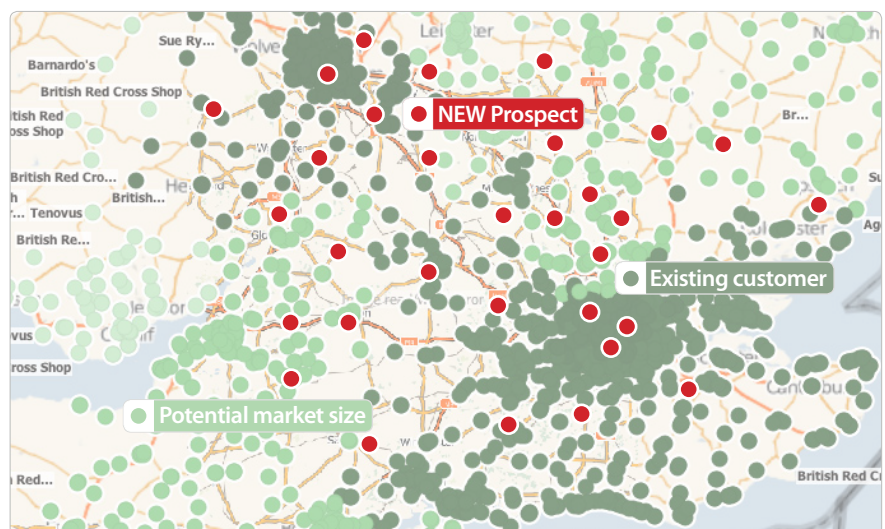
Planning and evaluating

- Quickly identify new markets, retailers and opportunities
- Target sectors and locations with the most potential for growth
- Instantly view the size of a market and your penetration within it
- Monitor sales performance by centre, region or salesperson

Sales and execution

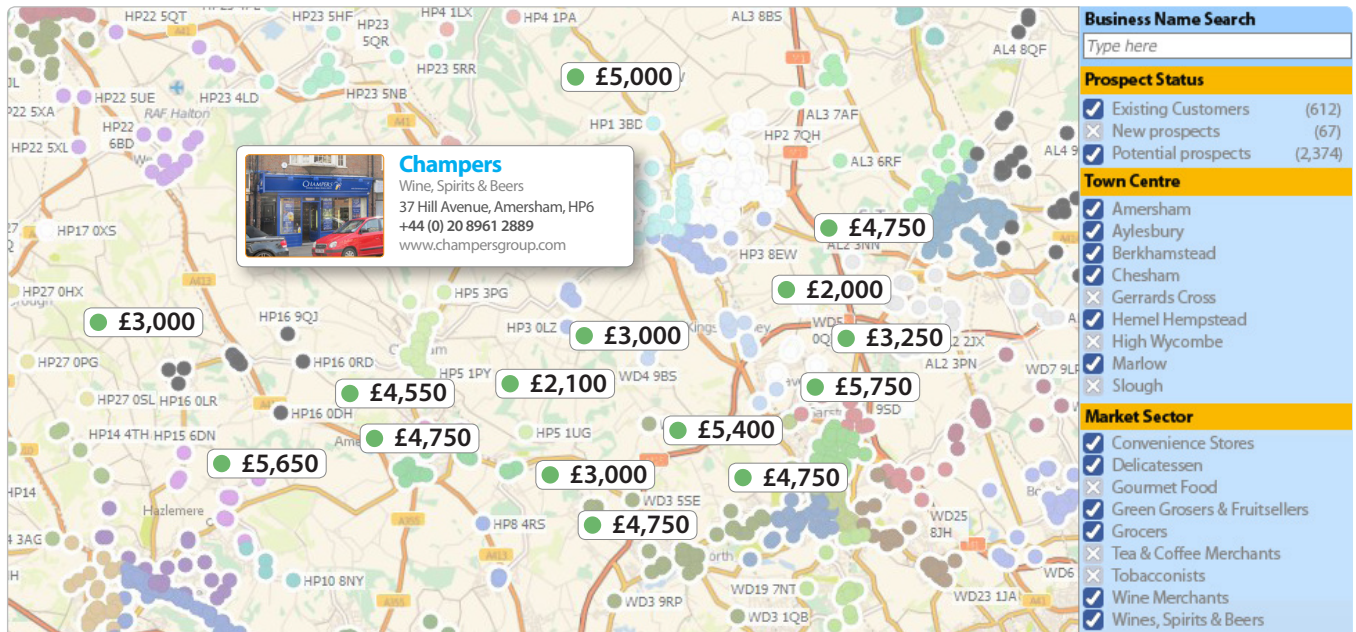
- Save time and money travelling to failing markets or locations
- Tailor your pitch to a customer, while viewing an external photo
- Receive monthly updates on new prospects
- Track your own performance from street to national level

See the bigger picture



Identify current market penetration and new prospects, delivered on a monthly basis.





Get in touch

(0) 20 3008 4997

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Easy Integration

We believe in making the process simple and straight forward, which is why we deliver our interactive Desktop Reports via our secure online portal, allowing multiple users to instantly access the very latest data as it becomes available.

All new prospects will automatically be added to your Desktop Report and be available to your sales team on a monthly basis.

Local Data Company have not only provided key value add retail data but great site indicators of vacant, closed or new premises, thus providing significant insight on UK retail businesses.

Andrew Crisp
Data Manager
D&B



3rd party datasets include:

Socioeconomic Data	Understand the profile of the shoppers for each location.
Catchment Data	Identify the population of the local catchment area.
Client Data	Integrate your own data, including your own customer sales data.
Sales Team Data	Integrate data on each of your salespersons and monitor performance

Sales performance

Adm	LDC Locations	Total Sales Q3	Shop Supplies Ltd	Total
John Barry	5,918	£18,686	1,923	9,337
Anna Daniels	5,254	£17,876	2,369	8,754
James Curry	5,089	£16,864	2,280	8,625
Dan Edmonds	4,160	£15,656	1,643	6,905
Joe Keels	3,039	£15,453	2,104	6,374
Adrian Norris	3,036	£12,645	1,931	6,268
Alan Richards	2,632	£12,377	1,976	6,007
Jake Smalls	2,449	£11,747	1,858	5,423
Harry Etta	3,385	£10,984	1,019	5,351
Kate Jeffries	2,387	£9,172	1,352	4,999
Elen Fenn	2,473	£9,036	1,266	4,784
Ran Drue	2,433	£8,987	1,148	4,357
Shelly Black	2,521	£7,283	875	4,030
Ed Stone	1,838	£7,127	1,334	3,882
Kevin James	1,845	£6,273	1,393	3,774
Dawn Matthews	1,904	£5,486	825	3,320
Daniel Good	1,612	£4,484	862	3,035
Emily Gibbs	1,564	£3,123	822	3,020
Ken Brown	1,815	£2,949	647	2,964
Amy Marson	1,727	£1,986	600	2,868
Jeff Branner	1,387	£1,757	720	2,678
Total	60,771	20,229	30,362	111,362

Source

Monitor targeted sales prospects by salesperson, region or nationally.