

Sales Reps Who Use Map My Customers Drive 73% More Revenue Per Quarter



ABOUT JASPER HOLDINGS, INC. (JHI)

Industry: Manufacturing, Automotive
Size: 4,100+ employees, 53 branch locations
Revenue: \$1.1 billion (2023)

In collaboration with Jasper Engines, Map My Customers analyzed data from over 150 field sales reps to uncover behaviors separating top-performing sales reps. This study combined app usage data such as routes planned and check-ins with actual sales outcomes.

The results show that by leveraging Map My Customers' tools with actionable AI insights, sales leaders can transition from guesswork to strategic planning, expanding Top Performer behavior across their teams.

What separates great reps from good ones isn't personality, it's process.

Top Performers are more strategic and intentional, prioritizing depth of relationships. They use tools like route planning and global search to engage a similar book of business more frequently, and they consistently record GPS-verified check-ins. By leveraging tools within Map My Customers, Top Performers visited customers 2.5x more and logged 3x more activities. As a result, Top Performers increased quarterly sales by an average of \$83,000, a 73% improvement over the \$48,000 growth seen by lower-performing peers.

Avg QoQ Sales Growth

TOP PERFORMERS

\$83,463

1.73x

LOW PERFORMERS

\$48,160

Sales Success is Coachable: Actions for Sales Teams



Set Smarter KPIs: Align goals with proven benchmarks from top performers.



Reject Territory Excuses: Behavior impacts success more than territory size.



Coach Clearly: Emphasize critical behaviors: check-ins, planning, and account engagement.



Leverage Tech Tools: Transform chaotic days into strategic wins using tools like routing, proximity-based prospecting, and CRM filters.



Demystify Success: Success comes from structured, repeatable routines. Identify and scale these habits across your team.