

Keep in mind that the more sales outlets you have, the more demand you will be able to generate. If your financial situation does not allow you to open all the sales offices you would like to open at this time, conduct an Activity Based Costing analysis (just like the one found under the Regional Profitability link) to determine which sales offices you should open up next. If your cash is limited, you should focus on expanding the sales offices with the highest profit potential.

How many sales offices do you have compared to your competition? Are you leading the industry or do you need to be more aggressive in your sales outlet expansion?