

Data parity is here. Insight is the new battleground.

Competitive edge is no longer the data you collect; it's the insight you create from it.

In a world where every organisation is hunting for growth, the challenge is no longer getting data but how you make sense of it. AI and technology have levelled the field. Almost everyone now has access to the same reports, dashboards, and category intelligence.

Great commercial teams use human intelligence – curiosity, critical thinking, and commercial instinct – to find connections and uncover the real story behind the numbers. They don't repeat the what. They reveal the why and translate it into the what now. And that's what customers value: partners

who can turn data into clear, actionable direction.

Powerful insight comes from going beyond what the customer already knows. The strongest sellers combine their customer's data with what the customer doesn't have – consumer insights, shopper behaviour, external trends, category dynamics, or proprietary analytics. This blend delivers perspective the customer can't generate alone.

That's the differentiator in today's crowded market:

the ability to interpret, synthesise, and elevate data into sharp commercial guidance that unlocks growth.



The three things you can do this month to turn data into insight:

01

Use the 'What > So What > Now What' framework.

For every dataset:

- » **What?:** what is happening?
- » **So what?:** why does it matter?
- » **Now what?:** what action should be taken?

If you can't move beyond the 'what' you're reporting, you're not building insight.

02

Ask 'why?' five times.

Curiosity is a muscle.

When you see a trend – positive or negative – ask 'why?' repeatedly until you reach a root cause.

That's where the insights live.

03

Blend data sources to create something new.

Combine:

- » Your customer's performance data.
- » Your consumer insights.
- » Market or shopper trends.
- » External benchmarks.

The intersection of datasets is where the breakthrough insights hide.



QUICK WIN

Before your next customer meeting, pick one performance trend and write down.

One insight (the meaning behind the data) and one action (what they should do next).

Open the meeting with these two points. It changes the dynamic instantly.