

Actionable Insight Services	1 Insight	2 Action	3 Benefit
<b>Category Performance</b>	<ul style="list-style-type: none"> <li>How are the players in the category performing and how do you compare?</li> <li>Which packs are driving category performances?</li> <li>Which trends are shaping the category?</li> <li>Which price points are driving the category?</li> </ul>	<ul style="list-style-type: none"> <li>Set up suitable promotional activity to drive distribution / volume. Salesout can utilise its field and/or telesales team to deliver specific action in-store</li> <li>Recommend NPD developments</li> <li>Recommend new initiatives to minimise competitor impact.</li> <li>Recommend revised pricing</li> <li>Planogram recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Greater share of category</li> <li>Increased distribution</li> <li>Higher rate of sale</li> <li>Increased sales</li> <li>Build category expertise</li> <li>Leverage knowledge within the trade</li> </ul>
<b>Segment Performance</b>	<ul style="list-style-type: none"> <li>Highlight under trading / overtrading segments versus category performance</li> <li>Highlight share of trade by segment for each manufacturer / key brands</li> </ul>	<ul style="list-style-type: none"> <li>Recommend NPD developments</li> <li>Recommend new initiatives to minimise competitor impact.</li> <li>Recommend revised pricing</li> <li>Planogram recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Greater share of category</li> <li>Increased distribution</li> <li>Higher rate of sale</li> <li>Increased sales</li> <li>Build category expertise</li> <li>Leverage knowledge within the trade</li> </ul>
<b>Brand Performance</b>	<ul style="list-style-type: none"> <li>Compare your brand performance versus key competitors</li> <li>Identify under-trading / over-trading brands</li> <li>Look at brand level plus pack size level</li> <li>Identify opportunities to improve brand performance</li> <li>Identify anomalies in rate of sale versus distribution versus space of shelf.</li> <li>Highlight what is driving any poor performance i.e. lower rate of sale, poor distribution.</li> </ul>	<ul style="list-style-type: none"> <li>Set up suitable promotional activity to drive. distribution / volume. Salesout can utilise its field and/or telesales team to deliver specific action in-store.</li> <li>Promotional activity.</li> <li>New pack sizes.</li> <li>Revised pricing.</li> <li>NPD.</li> <li>Planogram recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>Efficient ranging</li> <li>Higher sales per point of distribution</li> <li>Increased promotional effectiveness</li> </ul>
<b>Distribution (and Gap) Analysis</b>	<ul style="list-style-type: none"> <li>Highlight gaps that are limiting SKU performance</li> </ul>	<ul style="list-style-type: none"> <li>Deliver promotional activity at HO and outlet level.</li> </ul>	<ul style="list-style-type: none"> <li>Filled distribution gaps</li> <li>Increased sales</li> <li>Improved category share</li> </ul>
<b>Sales Volume</b>	<ul style="list-style-type: none"> <li>Identify key drivers behind volume performance</li> </ul>	<ul style="list-style-type: none"> <li>Implement promotional activity</li> <li>Recommend brand awareness campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Increased range efficiency</li> <li>Volume sales gains</li> <li>Improved category share</li> </ul>
<b>Sales Value</b>	<ul style="list-style-type: none"> <li>Identify key drivers behind value performance</li> <li>Sales Value vs Share of Space.</li> </ul>	<ul style="list-style-type: none"> <li>Implement additional / different promotional activity</li> <li>Recommend brand awareness campaigns</li> <li>Recommend revised pricing</li> <li>Recommend changing focus on key packs.</li> </ul>	<ul style="list-style-type: none"> <li>Increased range efficiency</li> <li>Higher value sales</li> <li>Improved category share</li> <li>Greater sales per point of distribution</li> </ul>
<b>Promotional Analysis</b>	<ul style="list-style-type: none"> <li>Promotional impact</li> <li>Volume, value, margin, distribution, rate of sale, average weight of purchase</li> <li>Longer term impact, not just during the promotion.</li> <li>Longer term impact, not just during the promotion.</li> <li>% sold on deal by segment plus % sold on deal at a brand level - are you over / under reliant on promotions?</li> <li>Base vs Incremental Sales trends - do promotions build base sales?</li> </ul>	<ul style="list-style-type: none"> <li>Recommend revised promotional mechanics</li> <li>Recommend reinvestment into other areas such as brand awareness</li> </ul>	<ul style="list-style-type: none"> <li>Increased promotional effectiveness</li> <li>Improved sales per point of distribution</li> <li>Greater range efficiency</li> </ul>
<b>NPD Launch Tracking</b>	<ul style="list-style-type: none"> <li>Rapid identification of non stockists</li> <li>Rate of sale comparisons versus targets or benchmark with competitors</li> </ul>	<ul style="list-style-type: none"> <li>Store level activity to fill gaps</li> <li>Implement promotional activity</li> <li>Review base pricing</li> </ul>	<ul style="list-style-type: none"> <li>Increased distribution</li> <li>Higher rate of sale</li> <li>Increased category share</li> </ul>
<b>Channel Analysis</b>	<ul style="list-style-type: none"> <li>Assess relevant performance of various channels to identify most profitable routes</li> <li>Assessment of current level of data, identifying relevant gaps that are impacting your business</li> </ul>	<ul style="list-style-type: none"> <li>Realign investment to reflect channel margins</li> <li>Secure missing data from customers</li> <li>Identify key insights from new data and take relevant action</li> </ul>	<ul style="list-style-type: none"> <li>Competitive advantage</li> <li>Tailored range offerings for individual channels</li> <li>Improved sales per point of distribution</li> <li>Increased category share</li> </ul>
<b>Sales Performance Tracking</b>	<ul style="list-style-type: none"> <li>Online tool to allow field management to track individual performance of account executives versus targets</li> <li>Identify underperforming team members</li> </ul>	<ul style="list-style-type: none"> <li>In field training needs</li> </ul>	<ul style="list-style-type: none"> <li>Efficient sales management</li> <li>Competitive advantage</li> <li>Filled distribution gaps</li> <li>Increased sales</li> </ul>