



Business Insights: How to Find and Effectively Communicate Golden Nuggets in Retail Data

David O'Neil, Steve Gerst PhD, Sharyl Prom

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Today's retail industry demands more from you than ever before. The old features/advantages/benefits sales model simply doesn't cut it anymore. Now you must have the ability to analyze data, extract "golden nuggets" of information, and polish them into compelling business insights.

This book provides the skills you need to thrive in this new environment. Whether you're a rookie salesperson, a category manager, a general manager, or a veteran VP, you will benefit from this clear, easy-to-follow content, which includes key concepts and material from Delta Associates' highly regarded training workshops.

This practical, applicable information will make a difference immediately in your everyday work. You'll learn basic-yet critical-skills, such as:

- Using Business Management QuestionsTM to drill to the root cause
- Selecting the most effective chart to support your story
- Presenting your findings in a way that catalyzes an intelligent dialogue
- Giving your presentation the "legs" to communicate long after you've left the room

In short, these are the golden nuggets that can strengthen your business insight skills and help you become a stronger business partner.

Although this book uses consumer product examples extensively, the process is applicable within any industry where data is mined for business insights and then communicated via PowerPoint presentation. Other industries that have applied these techniques successfully include Hotel/Hospitality, Hospital, Transportation, Industrial, and Golf Course Management.

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