

Intelligence the key



“It will come as no surprise to anyone in business when I say that the market serving the fenestration industry looks very different to the one we knew five years ago. Businesses must use market intelligence to identify opportunities and drive business growth” writes Andrew Scott, CEO of Insight Data



Andrew Scott

Since the pandemic, we've seen consolidation, mergers, acquisitions and business closures reshape the sector. There are fewer companies operating today than there were before 2020, which has changed the way suppliers think about growth.

Yet I don't see that as a reason for pessimism. A smaller market doesn't mean fewer opportunities. Instead, it's the case that businesses need a clearer understanding of where those opportunities exist, who is making buying decisions and how to build stronger customer relationships.

Rethink

That changing landscape is one of the reasons Insight Data has spent the past few years rethinking Salestracker. Many people still think of it as the online platform that provides access to Insight Data's database of more than 80,000 trade, commercial and new build customers. It certainly does that and continues to provide one of the most comprehensive sources of market intelligence available to our industry. However, describing Salestracker as a database no longer reflects what it has become or, more importantly, how our customers are using it.

Today, I see Salestracker as a growth platform. Growth is not driven by information alone. Data is valuable, but only when it helps businesses make better decisions, identify the right opportunities and take consistent action. The businesses that perform consistently well are the ones that understand their market and focus their efforts effectively.

Attracting opportunity

When we looked more closely at those businesses, a common pattern emerged. Successful companies are

good at attracting the right opportunities rather than pursuing every enquiry. They have structured sales processes that ensure prospects are followed up consistently. They also recognise that existing customers often represent the greatest opportunity for profitable growth. Winning new business will always matter, but increasing the lifetime value of existing customers is equally important.

Live intelligence

Those principles have shaped the development of Salestracker. The platform combines Insight Data's live market intelligence with practical tools that help sales and marketing teams work more effectively. Marketing departments can identify and segment prospects using accurate, up-to-date information, allowing campaigns to become more targeted and relevant. Sales teams can build prospect lists, manage opportunities, schedule follow-up activity and monitor their pipeline within one platform, making it easier to stay organised and maintain momentum. Customer-facing teams benefit from having a clearer picture of existing accounts, helping them strengthen relationships and identify opportunities that might otherwise be overlooked.

Reflecting actuality

One of the advantages of developing software specifically for the fenestration and building products sectors is that it reflects the way businesses in our industry actually work. Many companies have told us they do not want technology that takes months to implement or requires extensive training before anyone sees value. They want something practical that supports everyday commercial activity from the moment they log in.

Earlier this year we reached an important milestone when Salestracker passed 1,000 active users. For me, that reflects a broader change in the way suppliers are approaching business development. Increasingly, businesses recognise that sustainable growth depends on having accurate information and a clearer understanding of where future opportunities lie.

Continuing change

The market will continue to change over the coming years. Economic conditions will improve and weaken, businesses will enter and leave the sector and customer expectations will continue to evolve. What should not change is the importance of understanding your market better than your competitors. That is ultimately what we have been working towards with Salestracker. It is not simply about providing access to data. It is about giving suppliers the insight, structure and confidence to grow their businesses more effectively. □

If you're interested in exploring these ideas further, EDGE, hosted by Insight Data on September 17th, is a one-day business growth masterclass for leaders, sales teams and marketing professionals who sell and supply into the UK construction and glazing industry. Alongside keynote speakers and industry debate, delegates can attend practical breakout sessions demonstrating how Salestracker supports different routes to market and business growth, whether they are existing customers or evaluating the platform for the first time.

For more information and to book, visit

www.insightedge.co.uk