

Sales Forecasting & Planning

Course Overview

Few activities are as important to the success of a company as sales forecasting and planning. The difference between adequate and excellent sales forecasting and planning can make a significant difference in a company's competitiveness and market position. Yet for most companies, excellence in these core business functions remains out of reach.

Course Outline

- Marketing Plans and Sales Forecasts
- 8 steps in Planning and Forecasting.
- Sales forecast fundamentals
- Uses of Sales Forecasts
- Sales forecast - Concept and definition
- The importance of sales forecast
- Checking Environment Scanning - External environment
- Analysis of the External environment
- Demand forecasting
- Market factor/index - Market potential – Sales Potential
- Sales Forecast techniques
 - Qualitative Methods in Sales Forecast
 - Quantitative Methods of Sales Forecast
- Sales Forecasting Methods:
 - Survey Methods
 - Mathematical Methods
- Product life cycle and seasonality
- Basic Steps in the Breakdown of Sales Forecasting
- Using Technology in Sales Forecasting
- Guide to Sales Forecast Effectiveness
- Sales Budgets
- Sales operation planning & execution
 - The key characteristics of the different sales operations and models
 - Sales objectives and fundamentals
 - Sales people role and mission
- The operational planning process
 - Identifying and setting sales goals/ objectives, priorities, and specific action plans
 - Developing sales & distribution key performance indicators
 - Sales plan deployment and communication (internally across the sales organization)
 - CASE STUDY: Preparing a monthly sales action plan
- Analyzing sales performance and result reports (analytical & statistical tools)
 - Methods & tools used in tracking and monitoring the sales operation
 - CASE STUDY: Analyzing sales performance and results and developing a sales plan

Learning Objectives

Upon completion of this course, participants will be able to:

- Master the different forecasting techniques
- Understand the different levels of planning and forecasting
- Devise and Implement the Action Plans for better effectiveness.
- Analyze their business, recognize sales opportunities and develop sales targets and action plans
- Develop reliable sales forecast using analytical and statistical tools and methods
- Manage, measure, monitor and control the performance of sales & distribution operations

Who Should Attend: Sales Supervisors, District Managers and Area Sales Managers.

Course Duration: Three days from 9:00AM to 4:00PM

Registration Deadline: one week before the course date

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

Registration & Payment:

- Course fees include soft copy of the material, coffee break, light lunch and certificate.
- Payment by cheque in Top Business name, cash to Top Business address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Registration is confirmed only after course payment.
- Payment is non-refundable; however, participant can be substituted or attend next confirmed round of the same course or another course during the same calendar year.
- Payment is non-refundable in the event of a participant no show on the 1st day of the course.

For More Information

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