

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.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

For More Information

17, Abdel Wahab Selim Elbeshry St.,
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

training@topbusiness-hr.com

www.topbusiness-hr.com