

# 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

- 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

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