

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

Course Objective:

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

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
- Sales Forecasting 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

Who Should Attend:

Sales Supervisors, District Managers and Area Sales Managers.

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation