

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Sales Planning and Forecasting

Course Overview

How do you build your sales plans?

How do you engage everyone in the sales planning process?

What tools do you use to help you build a robust sales plan?

Target Audience

If you are involved in sales planning and forecasting, then this Program is designed for you to reflect on your existing sales planning process.

Learn from the best practice of global and local organisations and practically implement improvements.

Approach

The program is interactive, highly participative, engaging for people who have a passion for improving their sales planning and forecasting. We challenge delegates to share what works well.

Duration

- 1 Day

Training Objectives

- Sales forecasting process and systems.
- Collaborative planning and forecasting.
- Sales and operations planning process.
- Data analysis and data treatment.
- Forecasting metrics and how to calculate them.
- How to communicate and sell forecasts to End-Users.
- Benchmark surveys and how to use them.



Program Schedule

- **Welcome and introduction**
 - Program objectives.
 - Personal objectives.
 - Rationale for sales planning and forecasting.

- **Collaborative sales planning**
 - Sales and operational planning.
 - Planning with other functions.
 - Cause and effect.

- **Data analysis**
 - Sales data generation.
 - Lead, lag and in-time indicators.
 - Supporting data.

- **Forecasting metrics**
 - Useful metrics.
 - Your organisational requirements.

- **Communication and scoreboards**
 - Using surveys and benchmarking.
 - Communication planning.

- **Action planning and commitments**