



International Training
Center Paris

TRAINING SCHEDULE



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SALES FORECASTING AND PLANNING

Overview:

The Sales Forecasting and Planning training program is designed to provide participants with the skills and knowledge necessary to effectively forecast and plan sales for their organization. The program covers a range of topics, including market analysis, forecasting methods, budgeting, and sales planning.

Objectives:

- Develop an advanced understanding of sales forecasting and planning
- Learn to conduct market analysis to inform sales forecasting
- Understand different sales forecasting methods and when to use them
- Develop budgeting and sales planning skills

Throughout the program, participants will engage in lectures, case studies, group discussions, and practical exercises to help them develop the skills necessary to succeed in sales forecasting and planning. By the end of the training program, participants will have an advanced understanding of sales forecasting and planning, be able to conduct market analysis to inform sales forecasting, understand different sales forecasting methods and when to use them, and have the skills necessary to develop and execute effective sales plans.

Targeted Groups:

- Sales analysts
- Sales managers
- Marketing strategists
- Business owners setting sales targets
- Financial analysts in sales planning

Planning:

Day 1: Introduction to Sales Forecasting and Planning

- Overview of sales forecasting and planning
- Importance of sales forecasting and planning for organizational success
- Understanding the sales forecasting and planning process

Day 2: Market Analysis for Sales Forecasting

- Techniques for conducting market analysis
- Identifying market trends and opportunities
- Understanding the competitive landscape

Day 3: Sales Forecasting Methods

- Different methods of sales forecasting and when to use them
- Developing accurate sales forecasts
- Evaluating and improving sales forecasts

Day 4: Budgeting for Sales Forecasting and Planning

- Understanding the budgeting process
- Developing budgets for sales forecasting and planning
- Using budgets to inform sales planning

Day 5: Sales Planning and Execution

- Developing sales plans based on sales forecasts and budgets
- Aligning sales plans with organizational goals
- Best practices for sales planning and execution