



# HILLINGAR

TOTAL BUSINESS PLANNING

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## SALES FORECASTING - TRAINING

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## BENEFITS AND OPTIONS

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Presented by: Tim Griffiths

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## COURSE DURATION & LOCATION

- FREE
- 1 hour
- Either at your office, our Brighton office or by webinar

## AIM OF THE TRAINING

In 1 hour you will be able to see how all areas of your business can quickly benefit from a forecasting process. As well as understanding the significant cash & service benefits of stock optimisation, future planning & amazing product range analysis, you will also have tips of how start doing it yourself.

## COURSE CONTENT

### Why do sales forecasting

- Type of information generated
- Effect on the organisation
- Cash savings

### Benefits of sales forecasting

- Working with suppliers
- Business planning
- Budgeting
- Campaign tracking

### What if I don't forecast?

- Do I need to forecast?
- Missed opportunities
- Fire fighting – not planning
- Control

### How to start forecasting

- Understand what you want
- Simple methods
- Complex systems
- Other options

## LEARNING OUTCOMES

By the end of the hour you will have a good understanding of why forecasting generates a range of benefits & savings work for virtually all businesses. You will be able to :

- Understand the benefits & logic of forecasting
- Identify the risks of not forecasting
- See that sales forecasting is not just for the supply chain and
- Start forecasting

## SUITABLE FOR

Managing Directors, Finance Directors, Commercial and Operations Directors and anyone wanting to understand the benefits of sales forecasting

## HOW TO REGISTER

To arrange your training session or for more information please call Rob Little on 0845 64 34 64 3 or email him at [training@hillingar.com](mailto:training@hillingar.com).