



Pakistan Society for
Training & Development

Forecasting Techniques & Setting Sales Targets



In 'happy' market situations (increasing demand, market certainty) one can easily justify ambitious growth targets. Problems start with 'depressed' markets; companies still set ambitious targets – sales force falls behind on targets – sales managers have to face CEOs.

How does one set ambitious growth targets in 'good' market situations? How does one set realistic sales targets in 'depressed' market situations? These are the two straight-forward issues this program focuses on.

Forecasting Techniques & Target Setting aims at providing practical, usable methods to handle these two issues. These methods are not merely classroom exercises. In fact, they can be used immediately with MS Excel worksheets for FMCGs and B2B businesses.

Program Benefits

- Participants are given specially-designed MS Excel forecasting & target-setting program along with working competence in using it.
- Participants with absolutely no background in mathematics will easily handle these methods.
- Participants acquire sufficient competence to train others in their companies.

Program Content

- How to measure & understand sales growth (to avoid setting unachievable targets)
- How to make 'benchmark' forecasts (from which you can derive area & regional targets).
- 'Early-warning' tool for targets vs achievement (in order to detect trouble).
- Setting targets from seasonal forecasts (when most of your products have different seasonal patterns).
- Using the quarter/month percent technique for targets (gives you options for month & quarter targets).
- How to set upper achievable limits for growth targets (a long-standing problem for both managers & salespersons).

Who Would Benefit

This program is designed for mid-level managers in marketing, sales & product management who are required to produce sales forecasts or work on sales targets.



Trainer's profile:

Philip Lal

Mr. Lal is well known and respected in the high echelons of corporate sectors of Pakistan, especially family-managed companies for his professional expertise and philosophies of transforming organizations to meet the challenges of global economy. He has 50 years of marketing, consulting and training experience, including 24 years with Pakistan Institute of Management, his last position being General Manager of PIM's Lahore office.

Mr. Lal has pioneered in developing such program as "The General Manager's Competencies", "Conference on National Sales Management & Strategy", "Entrepreneurial Development Program", "Building Managerial Competencies" and "Better Field Sales Management".

His international assignments have been with EDI World Bank, Central Bank of Ghana, USAID AED, Netherlands Finance Co, SAARC, Swiss Government S.D.C., as well as international training experience in Dubai, Lebanon, Singapore and Sri Lanka. He has attended many courses from universities in Cambridge, Boston, and Netherlands. Few of his international assignments are with EDI World Bank, Central Bank of Ghana, USAID AED, Netherlands Finance Co, SAARC, Swiss Development Bank. He has an international training experience in Dubai, Lebanon, Singapore and Sri Lanka.

Mr. Lal treasures the fact that he belongs to one of the earliest (1964) batches of MBA's from IBA Karachi.

Training expertise

- Managerial Competencies
- National & Regional Sales Management
- Sales Forecasting & Market Planning
- Financial Analysis

KARACHI

20th - 21st February 2018 | 9:00am - 5:00pm | PSTD, Karachi

Workshop Investment: PKR 32,500 + GST (Fee per participant)

FOR REGISTRATION DETAILS PLEASE CONTACT

Plot # TC-3, 34th Street, Off Khayaban-e-Sehar,
Phase V Extension DHA, Karachi.
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Bring this Program In-House

This workshop can be customized to suit specific needs of your organization which may lead to significant savings and avoid difficulties. Please contact

Hasan Abbas

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Payment Terms - Please deposit the course fee in advance. Kindly prepare the cheque in favor of "Pakistan Society for Training and Development (PSTD)" and address it to Plot # TC-3, 34th Street, Off Kh-e-Seher, Phase 5 Ext. DHA Karachi along with the copy of this registration form. Please note that PSTD Cancellation Policy is activated as soon as an invoice is received by the client.

PSTD Cancellation Policy - Cancellations made at least 5 working days prior to the program will be refunded 50%. If a booking is cancelled in less than 5 working days, no refunds can be given. Cancellations must be confirmed by a letter or email. Substitutions may be made at any time for the same program only. In case of the participant not showing up on the day of the training a replacement can be sent.