



SALES FORECASTING AND BUDGETING

DAF- Developing an Annual Forecast

Performance objective: The participants will be able to:

- Determine the sources of information required for developing a forecast
- Be able to determine the main steps in the forecasting process.
- Determine the factors that must be taken into consideration and the information needed to develop an accurate forecast
- Involve the sales consultants in the process to identify the real potential sales in the future.
- Develop an annual forecast

Pay off: The sales managers will reinforce the methodology already applied at SASOL, considering all the factors and information required for developing a Sales Forecast

Practice:

Part # 1- Information required for developing an annual forecast

1. Describe the sources of information to provide inputs during the forecasting process
2. Name the 6 steps of the forecasting process
3. Determine the factors to take into consideration for establishing the SASOL sales goals and strategies.
4. Determine information that you would analyze from key customers to identify potential sales opportunities for next year
5. Define the sales consultants role during the forecast process
6. Determine the factors from the market situation and new SASOL products that can impact your prediction about the sales in the futures.

Part # 2 – Develop an Annual Forecast

1. Develop a sales forecast for key customers
2. Develop a sales forecast for the market segment selected.
3. Develop a sales forecast for special projects
4. Review the total sales forecast

DAB- Developing a Budget

Performance objective: The participants will be able to

- Identify the different kinds of expenses that will be necessary for achieving the sales forecast.
- Determine the factors that must be analyzed to find out the viability of the Sales forecast.
- Identify the main steps in a budgeting process
- Develop a budget

Pay off: the sales managers will reinforce the Budget process used, enhancing their understanding on this subject, improving their budgeting decision making skills.

Practice:

Part # 1- Describe information, factors and processes required for developing a budget

Part # 2- Develop a budget