



London TDM

Customer Service and Sales Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 02 November 2025 To 06 November 2025

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

The "Sales Forecasting and Target Planning" course is designed for professionals seeking to enhance their skills in accurately forecasting sales and setting realistic, achievable sales targets. This intensive 5-day program provides participants with the tools and techniques necessary to analyze market trends, utilize data analytics, and strategically plan for successful sales outcomes. By the end of the course, participants will be equipped with the knowledge to improve sales performance and drive business growth.

- Understand the fundamentals of sales forecasting
- Learn various forecasting methodologies and their applications
- Develop skills in target setting and strategic planning
- Analyze market trends and consumer behaviors
- Apply data analytics to enhance forecasting accuracy

Course Outlines

Day 1: Introduction to Sales Forecasting

- Overview of sales forecasting and its importance
- Key components and terminology in sales forecasting
- Types of sales forecasting techniques
- Basic data requirements for forecasting
- Setting objectives and goals for forecasting

Day 2: Data Analysis and Market Assessment

- Identifying sources of data for sales forecasting
- Conducting competitive analysis
- Understanding consumer behavior and market trends
- Tools and software for data analysis
- Practical exercises in data gathering and analysis

Day 3: Advanced Forecasting Techniques

- Quantitative forecasting models and methods
- Qualitative forecasting techniques
- Utilizing technology in sales forecasting
- Case studies of successful forecasting applications
- Hands-on practice with forecasting tools and simulations

Day 4: Target Setting and Strategic Planning

- Principles of effective target setting
- Aligning sales targets with business objectives
- Creating strategic sales plans
- Integrating forecasts into the sales strategy
- Workshops on developing actionable sales plans

Day 5: Evaluating and Adjusting Sales Strategies

- Monitoring sales performance against forecasts
- Identifying and addressing forecasting errors
- Adjusting sales strategies based on performance
- Ensuring continuous improvement in sales processes
- Final review and Q&A session