



Consulting and Training | Reach New Heights

Course Name

Sales targets planning and forecasting strategies

Sector Name

Sales, Marketing and Customer Service

Document Type

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Sales targets planning and forecasting strategies

Course Introduction

This 5-day course covers lots of important aspects of business growth. The participants will be able to gain in-depth knowledge about the sales plan, sales forecasting, sales target planning and various strategies in sales target planning and forecasting which will help them in sales success.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Define a set of sales targets for your business
- ✓ Understand how to increase your customers' awareness of your ability to meet their needs.
- ✓ Make month-by-month projections of the sales you expect to make using your sales history or market research.
- ✓ Conduct effective market research.
- ✓ Prepare a realistic sales forecast.
- ✓ In-depth understanding of sales strategies and planning

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Course Outline

✓ **01 Day one**

Creating a sales plan

- ✓ How to set sales targets and tactics for your business?
- ✓ Steps to meet our targets
- ✓ Developing a good sales plan

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Course Outline

✓ 02 Day Two

Sales forecasts and targets

- ✓ The role of Market Research is to make sales forecasts and set sales targets.
- ✓ Making realistic sales forecasts, which includes:
 - o How many new customers do you gain each year?

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Course Outline

✓ 03 Day Three

Customers you lose each year o Average volume of sales is to each customer o Products you sell per year or per month

✓ Sales you make to each market segment per year or per month

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Course Outline

✓ **04 Day Four**

Sales per month you expect to achieve by product or product line

- ✓ Sales per month you expect to achieve by market segment.
- ✓ Creating realistic sales targets for your sales plan

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Course Outline

✓ 05 Day Five

Sales strategies and planning

- ✓ Sales strategies
- ✓ Sales tactics
- ✓ Using your marketing plan
- ✓ Sales action plan
- ✓ Budget allocation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 30, 2027	Sept. 3, 2027	5 days	4950.00 \$	Italy , Milan
Nov. 29, 2026	Dec. 3, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai

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