



Sales, Marketing and Customer Service

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.

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

Learning Objectives

At the end of the training course, participants will be able to

- 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 about sales strategies and planning

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

- **02 Day Two**

- Sales forecasts and targets**

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

- **03 Day Three**

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

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

- **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

• 05 Day Five

Sales strategies and planning

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

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 22, 2025	5 days	4950.00 \$	Italy - Milan
Nov. 23, 2025	Nov. 27, 2025	5 days	4250.00 \$	KSA - Riyadh