

MICT SETA accredited ACC/2011/07/066 Est. October 2003

## College Africa Group – Sales Planning

### Two-day course

Sales Planning is a key function in the procedure of sales management process. Sales planning is an effective method that involves **sales forecasting, demand management, setting profit-based sales targets**, and the **written execution steps** of a sales plan.

Sales Planning is the process of organising activities that are mandatory to achieve business goals. A sales plan contains a strategic document that figures out your business targets and several resources. These can be used for some activities which you perform to reach your desired goal.



Sales Planning involves two steps, i.e. **formation** and **maintenance** of a particular plan, in which a salesperson is expected to use his conceptual skills to meet his objective. As such, planning is an **elementary quality** of intelligent behaviour.

Before launching a new product in the market and proceeding with the set of activities, which generally follow the launch of a product, we have to create a strategic plan for that. Sales Planning is an essential element in the management process.

Various Sales Plan techniques are often used in several organisations according to their requirements, whether they need to plan quarterly, half yearly or annually. If your sales staff is good, then you would not need to do research from the beginning to get more sales in the market.

- Sales Planning - Introduction
- Organising Internal Resources
- Characteristics of a Sales Plan
- Corporate Strategies
- Priorities of a Sales Plan
- Creating a Sales Plan
- Customer Centric Organisation
- Sales & Marketing Relationship
- Marketing Research Techniques
- Sales Planning - Pricing Decisions
- Business Continuity Planning

### Workshop Wrap-Up

At the end of each day, delegates will have an opportunity to ask questions..

#### Contact

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