

Sales Performance Analytics

with Excel

Achieve breakthrough performance in Sales/Marketing like never before

“The Excel Pivot Table combined with MS Query are fantastic tools! I used them to extract the required data from ACCPAC and submit it to my Organisation’s HQ in Germany. I recommended your course to one of my business associates who claims to work a lot with Excel and databases. When I showed him how quickly I could sort out the databases with for example VLOOKUP of the Industry Class, he was SOLD! Thanks for your Excel course plus your guidance!”

Bilal

Managing Director

Igus Singapore Pte Ltd

Excel remains an important business application as many companies & most sales and marketing personnel manage their data in Excel files. The popularity of Excel is obvious. It offers familiar features such as bulk copy & paste, formulas, lookup & formatting functions. Spreadsheets are a convenient way for many business users to create and maintain their sales performance data. Additionally, Excel has a format that is easily transferable and makes sharing of data between individuals and organizations easy.

Depending on how conversant you are in using Excel, you could be spending minutes or days on getting the same data on sales performance

analyzed. However, being able to exploit the power of Excel would definitely help you to progress beyond your current level of work ability, efficiency and productivity.

If you are not sure if this is a course you should attend, simply download the excel file from the following web address http://www.synergeworks.com.sg/Excel_Test.html and find out if you could get the correct information asked for in 1 minute. If you are unable to, attending this course would then be extremely valuable for you.

Course Outline

The course is divided into 2 parts, lasting a total of 1½ days. The course is conducted with a class of no more than 18 participants.

PART ONE

The first part of the course is a full day session. During this day, 6 case scenarios will be used to share with participants our knowledge and experience in business intelligence, from turning raw data into useful business information to analyzing the business data for reporting and decision making. We will also share how to create macro with ZERO knowledge about programming.

PART TWO

The second part of the course is a half-day session, which is conducted one week after the first part. This lesson is customized based on the needs, skill level, expectation and requests of the participants.

Our Methods

Taking a hands-on approach and making use of common business decision making scenarios, participants will learn how to apply useful Excel functions and worksheet formulas to the process of sales performance, from data manipulation to sales performance reporting/analysis.

Part One Case Scenarios

CASE 1 Translating Data

Translate Raw Data Into Useful Business Information

	A	B		A	B	C
4				6	Name	DOB
5				7	Adella	12/18/1955
6	Name	DOB		8	Allen	8/26/1963
7	Adella	12/18/1955		9	Theodore	5/16/1953
8	Allen	8/26/1963		10	Thomas	12/15/1959
9	Anne	10/29/1944		11	William	9/12/1960
10	Beverly	1/2/1971		12	Subtotal	75
11	Bonnie	12/28/1961		13		
12	Brian	10/16/1979		14		
13	Carol	4/2/1971		15		

	A	B	C
6	Name	DOB	DOB Month
7	Adella	12/18/1955	12
8	Allen	8/26/1963	8
9	Theodore	5/16/1953	5
10	Thomas	12/15/1959	12
11	William	9/12/1960	9
12	Subtotal	75	
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Learn how to use Subtotal formula Effectively

CASE 2 Selecting Records

Select all records that meet a certain criteria (such as blank cells, contains conditional formats, visible rows, etc) at once using a simple and yet rarely explored function in Excel.

CASE 3 Building Formulas

Build formulas that can intelligently and accurately:

- > Retrieve the information from the database
- > Merge records from two lists together
- > Remove duplicates from the list, etc.

	A	B	C
1	Co_Name	Sls Turnover	No Of Employees
2	01 COMPUTER SYSTEM PTE LTD	33,703	33
3	3COM ASIA PACIFIC RIM PTE LIMITED	520,122	75
4	68 SYSTEMS & PROJECT ENGINEERING PTE LTD	11,500	68
5	A & P CO-ORDINATOR PTE LTD	9,504	69
6	A.P. MOLLER SINGAPORE PTE LTD*	386,558	779
7	AAA INTERNATIONAL PTE LTD	58,931	6
8	AAF SINGAPORE PTE. LTD.	27,236	108
9	AAVANTI INDUSTRIES PTE LTD	611,918	9
10	ABACUS INTERNATIONAL PTE LTD	237,831	614
11	ABB INDUSTRY PTE LTD	277,988	769
12	ABBOTT LABORATORIES (SINGAPORE) PRIVATE LIMITED	134,123	95
13	ABERDEEN ASSET MANAGEMENT ASIA	26,819	50
14	ABI-SHOWATECH PTE LTD	13,994	2

	A	B
1	Co_Name	Industry_Class
2	01 COMPUTER SYSTEM PTE LTD	Wholesale - Telecom / Office Apparatus / Computers
3	3COM ASIA PACIFIC RIM PTE LIMITED	Wholesale - Telecom / Office Apparatus / Computers
4	68 SYSTEMS & PROJECT ENGINEERING PTE LTD	Construction - Fittings / Fixtures
5	A & ONE PRECISION ENGINEERING PTE. LTD.	Construction - Structural / Mechanical Engineering
6	A & P CO-ORDINATOR PTE LTD	Services - Printing / Publishing
7	A.P. MOLLER SINGAPORE PTE. LTD*	Comm/Tpt/Storage - Transport - Marine
8	AAA INTERNATIONAL PTE LTD	Wholesale - Electrical / Electronic
9	AAAS COM SOLUTION PTE LTD	Retail - Office Apparatus / Computer / Related Accessories
10	AAF SINGAPORE PTE. LTD.	Mfg - Machinery / Equipment
11	AAVANTI INDUSTRIES PTE LTD	Wholesale - Agricultural / Animal Produce
12	ABACUS INTERNATIONAL PTE LTD	Services - Entertainment / Leisure
13	ABB INDUSTRY PTE LTD	Mfg - Electrical / Electronic Products
14	ABBOTT LABORATORIES (SINGAPORE) PRIVATE LIMITED	Wholesale - Medicinal / Pharmaceuticals Products
15	ABERDEEN ASSET MANAGEMENT ASIA LIMITED	Finance - Investment / Stockbroking
16	ABI-SHOWATECH PTE LTD	Mfg - Transport Equipment / Accessories
17	ABI AMRO FUTURES (SINGAPORE) LIMITED	Finance - Investment / Stockbroking

	A	B	C	D	E
1	Co_Name	Sls Turnover	No Of Empls	Industry Class	Total
35	AUSINDO HOLDINGS PTE L	54,906,464	185,801	Comm/Tpt/Storage	
36	CHINA CONSTRUCTION (SO	381,999	3,461	Construction	
37	DODSAL PTE LTD	304,740	2,326	Construction	
38	DODSAL PTE LTD	342,749	3,571	Construction	
39	ECON INTERNATIONAL LIM	307,577	1,655	Construction	
40	JURONG ENGINEERING LIM	244,955	1,840	Construction	
41	KEPPEL FELS LIMITED	702,137	1,825	Construction	
42	ROTARY ENGINEERING LIM	108,065	1,526	Construction	
43	SEMBCORP ENGINEERS AN	888,322	1,255	Construction	
44	WOH HUP (PRIVATE) LIMITE	144,962	1,007	Construction	
45	WOH HUP HOLDINGS PTE L	153,942	1,094	Construction	
46		3,579,448	19,590	Construction	Total
50		6,492,626	6,147	Electricity / Gas / Water To	
56		24,647,896	40,508	Finance	Total
58		52,233,046	277,451	Holdings	Total
95		1,657,638	18,393	Hotels / Food Establishmen	
180		75,349,198	370,054	Mfg	Total
187		4,616,028	11,336	Property	Total



Excel is a powerful tool for designing my questionnaire for manpower survey, as I can save money on temp staff to do data entry! It also helps me greatly in my analysis of data, as I can customise what information to retrieve and how to present my results.



Ng Hwee Choon, Senior Executive (Corporate Development and Manpower Division) from National Council of Social Service, has 10 years of experience using Excel. She uses excel 3 times a week, and estimates that she is likely to save about 50% of her time working on Excel related tasks as compared to before.



The course teaches time saving, and how to understand formulas and functions, as well as how to be less 'manual' when setting up databases. It is a very useful course, with an excellent trainer. Seldom have I understood so much of a computing course.



Marceline Chin from National Council of Social Service, has 8 years of experience using Excel. She uses excel twice a month, and estimates that she only needs to spend about 50% of her time working on Excel related tasks as compared to before.



The functionalities of Excel can assist in tracking business performance and achieving growth. The classes offer examples and practice that relate to 'actual' business situations, and enhance understanding in application.



Soh Leng Leng, Director (Management) from Cummins Filtration Singapore, has 8 years of experience using Excel. He uses excel once a week.

Our Trainers

everydayExcel's trainers are all experts in spreadsheets and databases. They are specially hand-picked by the Chief Trainer, Jason Khoo, based on their experiences in training and the business knowledge they possess. Jason has worked in local companies and foreign MNCs supporting the marketers in their analysis of marketing plans and providing quality information for decision making. He was also a financial counsel for a Fortune 500 company's business unit which generated a total revenue of more than S\$100 million per annum.

everydayExcel has helped many companies save thousands of dollars by providing simple and yet powerful business solutions through the use of Microsoft® Excel. Examples of such solutions include budget planning and forecasting, customer segmentation program, personalized email broadcast to targeted customers, and sales lead generation program (mini CRM), etc.

Who Should Attend

Sales and marketing managers, marketing professionals, market support team, CFOs, Financial Analysts and those who are involved in managing and analysing marketing and promotional data.

Some of Our Clients Who have Benefited from this Course:

3M Technologies (S) Pte Ltd
 Abacus International Pte Ltd
 Adam Khoo Learning Technologies Group
 Cummins Filtration Singapore
 Danfoss Industries Pte Ltd
 Discovery Asia, Inc.
 East West Executive Travellers Pte Ltd
 Eltra Aeronautics (S) Pte Ltd
 Giamso International Tours Pte Ltd
 Greene, Tweed & Co Pte Ltd
 Heineken Far East Pte Ltd
 Hewlett Packard Asia Pacific Pte Ltd
 Hin Lung Hyundai Pte Ltd
 Honeywell Specialty Chemicals (S) Pte Ltd
 Igus Singapore Pte Ltd
 IIR Exhibitions Pte Ltd
 Institute of Technical Education
 Johnson & Johnson Vision Care, Singapore
 Marketing Institute of Singapore
 Microsoft Regional Sales Office
 National Council of Social Science
 Rohde & Schwarz SCA Pte Ltd
 Singapore Press Holdings Ltd
 Sumitomo Corporation
 Tan Tock Seng Hospital

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 email : everydayExcel@synergyworks.com.sg
 website : <http://www.everydayexcel.com>

CLASS SIZE

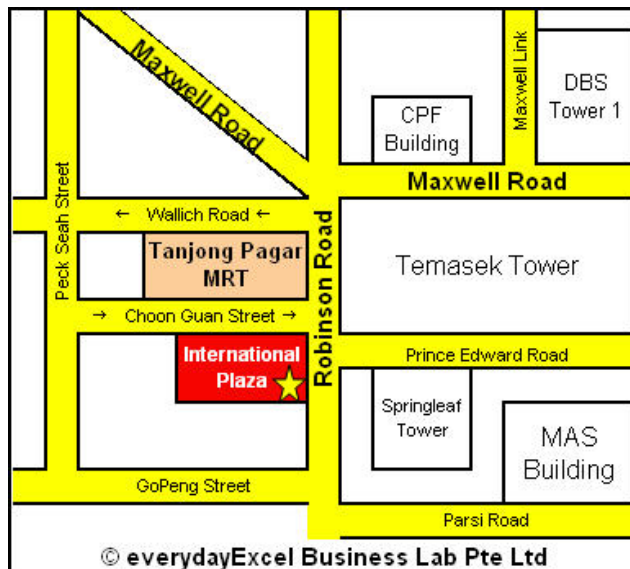
The course is conducted with a class of no more than 20 participants.

DETAILS ON THE COURSE

Dates : 11 & 12 May 2009
29 Jun & 6 Jul 2009
3 & 4 Aug 2009
24 & 25 Sep 2009
3 & 4 Dec 2009

Time : 9 am to 5 pm

Venue : 10 Anson Road #26-02A
International Plaza
Singapore 079903



Price : S\$600 Nett

Computers and Course materials will be provided by *everydayExcel* Business Lab Pte Ltd.

Sales performance Analytics with Excel

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Course Location : 10 Anson Road #26-02A
International Plaza
Singapore 079903

Time : 9 am to 5 pm

Course Date : _____

Salute	Participant Name	Designation	Email Address

Company Name:	
Company Address:	
Tel/Fax:	

Contact Person (if different from above)

Name:	
Designation:	
Tel/Fax:	
Email Address:	

Amount Payable :		Pax X S\$600 per pax =	
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We would like to register the personnel listed above for the course. We can withdraw any of them from the course after registration with no obligation if it is done **2 weeks from the course**. If it is less than 2 weeks, we can either substitute another person for the course or pay 50% of the course;
If it is less than 1 week, we can either substitute another person for the course or pay 100% of the course.

Name:

Designation

Please make cheque payable to **everydayExcel Business Lab Pte Ltd** and send it to the following address:

everydayExcel Business Lab Pte Ltd
15 West Coast Highway #02-07
Pasir Panjang Building
Singapore 117861
Attn: Finance Department