

# DYNAMIC REAL-TIME FORECASTING WITH EXCEL

## COURSE INTRODUCTION

Sales forecasting is an essential process for managing a business of any size. Accurately plan for your sales can help you manage your resources such as manpower, operations and cash flow more effectively. But developing an accurate sales forecast has never been easy task. It is not a simple number game which you apply a standard sales growth percentage across the board. You have to make sure that the sales targets are achievable by your salespeople and your sales team is motivated to meet those sales targets.

This calls for a bottom up approach in sales forecasting which allows you to get your sales people involved in the forecasting process and their buy-in on the sales forecast. However, the bottom up approach requires you to consolidate the sales forecast before you can analyze how it s going to impact the organization as a whole. This analysis is usually done through multiple top-down views of the sales forecast such as territory, customer, product, sales person etc. The consolidation process can be quite manual and tedious if you do not know the right Excel formulas and functions. Applying the right formulas and functions to the entire consolidation process can help you maintain a consistent link to the individual salesman forecast and get real time updates as the sales persons' forecast changes, without having to repeatedly copying and pasting the updates to your consolidated file.

## COURSE OBJECTIVES

You will learn how to develop an Excel based sales forecast template which can

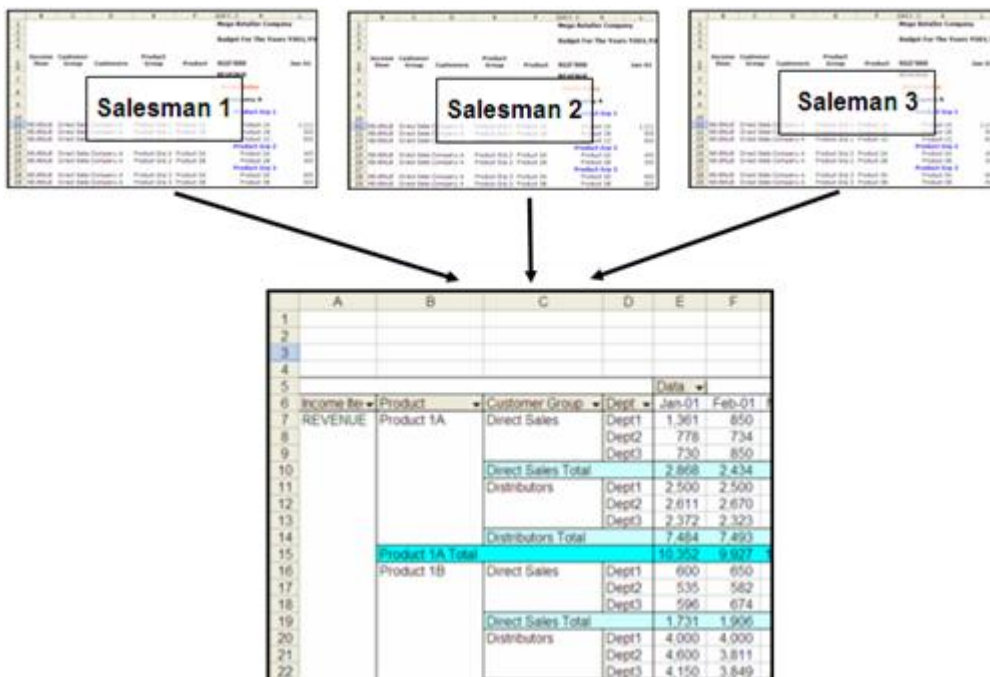
1. accurately consolidate your sales forecast without Inter-workbook links,
2. Provide almost real-time update to sales forecast changes,
3. Provide detailed analysis of your sales forecast by sales person, territory, customers, products, business units, etc
4. Create powerful and professional looking reports and charts that are automatically updated as the sales forecast changes.

**COURSE OUTLINE**

1. Align the section headers and sub-headers description with the data row

	B	C	D	E	F	GHIJ	K	L	
1						<b>Mega Retailer Company</b>			
2						<b>Budget For The Years Y001,Y002</b>			
3									
4									
5	<b>Income</b>	<b>Customer</b>	<b>Customers</b>	<b>Product</b>	<b>Product</b>	<b>SGD'000</b>		<b>Jan-01</b>	
6	<b>Item</b>	<b>Group</b>		<b>Group</b>					
7						<b>REVENUE</b>			
8						<b>Direct Sales</b>			
9						<b>Company A</b>			
10						<b>Product Grp 1</b>			
11	REVENUE	Direct Sale: Company A	Product Grp 1	Product 1A		Product 1A		1,111	
12	REVENUE	Direct Sale: Company A	Product Grp 1	Product 1B		Product 1B		500	
13	REVENUE	Direct Sale: Company A	Product Grp 1	Product 1C		Product 1C		600	
14						<b>Product Grp 2</b>			
15	REVENUE	Direct Sale: Company A	Product Grp 2	Product 2A		Product 2A		400	
16	REVENUE	Direct Sale: Company A	Product Grp 2	Product 2B		Product 2B		300	
17						<b>Product Grp 3</b>			
18	REVENUE	Direct Sale: Company A	Product Grp 3	Product 3A		Product 3A		600	
19	REVENUE	Direct Sale: Company A	Product Grp 3	Product 3B		Product 3B		500	

2. Consolidate data from multiple workbooks into one file using MSQuery.



3. Multiple top-down views of sales forecast

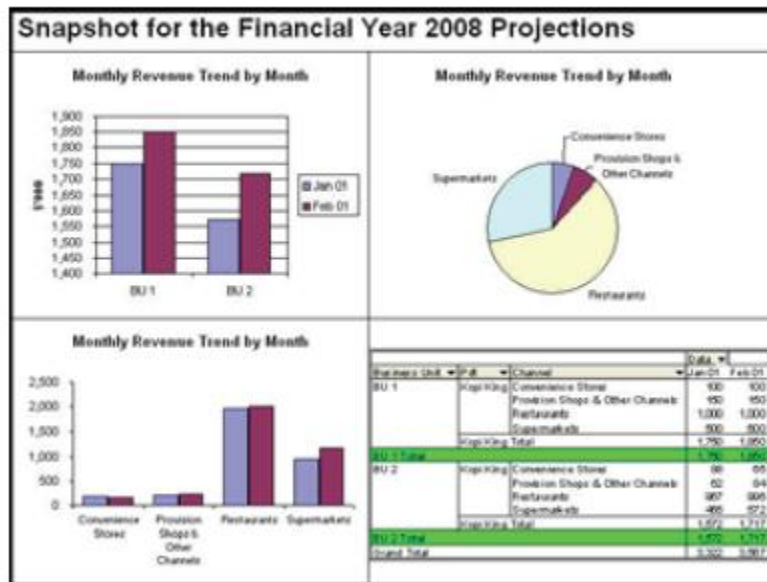
By Product

		Data				
Income Item	Product	Dept	Jan-01	Feb-01	Mar-01	Apr-01
REVENUE	Product 1A	Dept1	3,861	3,350	3,250	3,250
		Dept2	3,389	3,405	3,342	3,396
		Dept3	3,102	3,173	3,484	3,279
		<b>Product 1A Total</b>	<b>10,352</b>	<b>9,927</b>	<b>10,075</b>	<b>9,925</b>
	Product 1B	Dept1	4,600	4,650	4,600	4,600
		Dept2	5,135	4,393	4,138	3,999
		Dept3	4,746	4,522	4,626	4,303
		<b>Product 1B Total</b>	<b>14,481</b>	<b>13,566</b>	<b>13,364</b>	<b>12,902</b>
	Product 1C	Dept1	600	0	0	0
	<b>Product 1C Total</b>	<b>600</b>	<b>0</b>	<b>0</b>	<b>0</b>	
	Product 2A	Dept1	3,020	3,070	3,020	3,020
		Dept2	2,975	2,641	2,639	3,134
		Dept3	2,913	2,879	3,109	2,818
		<b>Product 2A Total</b>	<b>8,909</b>	<b>8,591</b>	<b>8,768</b>	<b>8,973</b>
	Product 2B	Dept1	4,890	4,940	4,890	4,890
Dept2		4,315	4,938	5,037	5,096	
Dept3		4,835	5,266	5,250	4,816	
<b>Product 2B Total</b>		<b>14,039</b>	<b>15,143</b>	<b>15,177</b>	<b>14,802</b>	

By Customers

		Data				
Income Item	Customers	Product	Dept	Jan-01	Feb-01	Mar-01
REVENUE	Company A	Product 1A		2,102	1,685	1,565
		Product 1B		1,420	1,603	1,513
		Product 1C		600	0	0
		Product 2A		1,202	1,297	1,148
		Product 2B		862	1,065	874
		Product 3A		1,758	1,818	1,812
		Product 3B		1,525	1,488	1,465
	<b>Company A Total</b>		<b>9,468</b>	<b>8,956</b>	<b>8,377</b>	
	Company B	Product 1A		321	304	304
		Product 1B		157	154	145
		Product 2A		122	124	120
		Product 2B		90	86	98
		Product 3A		293	281	312
	Product 3B		275	324	276	
	<b>Company B Total</b>		<b>1,257</b>	<b>1,273</b>	<b>1,255</b>	
Company C	Product 1A		445	445	435	
	Product 1B		154	149	148	
	Product 2A		241	237	229	
Product 2B		195	178	178		

- Update multiple Pivot Tables from the same source with ONE refresh. No macro is required.
- Prepare reports and presentation that are updated automatically with the latest forecast.



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**COURSE DURATION**

2 days

**WHO SHOULD ATTEND**

This course is specially tailored for Sales Directors, Chief Financial Officers, finance managers, sales managers and executives in sales planning, business planning, corporate planning, accountants, financial analysts who are involved in sales forecasting.

The participants are expected to know VLOOKUP, IF formula, absolute and relative referencing, and pivot table. Participants are highly encouraged to attend our foundation course "**Hidden Secrets to Excel Data Analysis**" first before attending this course.

**CLASS SIZE**

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

**DETAILS ON THE COURSE**

Dates : 1 & 2 Feb 2010  
15 & 16 Apr 2010  
22 & 23 Jul 2010  
13 & 14 Sep 2010

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*.

**OUR TRAINERS**

*everydayExcel*' trainers are all experts in spreadsheets and databases. They are specially hand-picked by our 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.

## DYNAMIC REAL-TIME FORECASTING WITH EXCEL

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:	
Desingation:	
Tel/Fax:	
Email Address:	

Amount Payable :		Pax X S\$600 per pax =	
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**We hereby confirm that the attendance of the personnel listed above and will make the full payment even in the event that the above personnel(s) do not turn up for the course.**

\_\_\_\_\_  
 Name:  
 Designation

Please email your registration form to [enquiry@everydayexcel.com](mailto:enquiry@everydayexcel.com) or fax it **3150 8248**