

# 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*

## INTRODUCTION



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.advanced-excel.com/excel\\_tests.html](http://www.advanced-excel.com/excel_tests.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 OBJECTIVES

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.


**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.

## COURSE OUTLINE

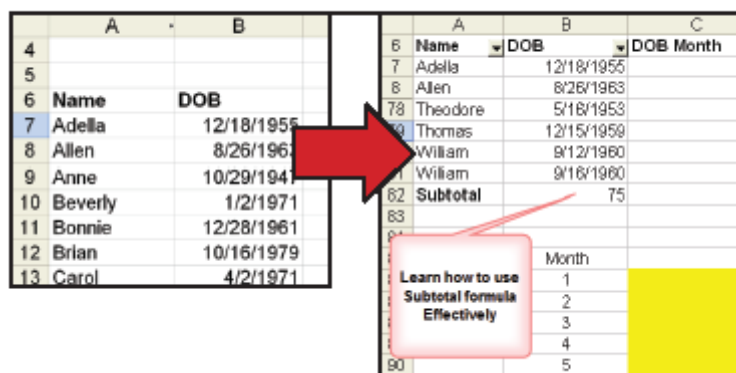
### Case Example

You have maintained a listing of your customers and their birthdays. The company believes that it is always good to keep in touch with the customers by remembering their birthdays. You are told that from now on, you are to send birthday cards to them. Find out how many birthday cards you have to send each month and the names of these customers.

Through the use of business scenarios such as the one given above, participants will learn how to exploit the Excel functions in a creative way to achieve the business objectives.

### Case 1 – Translating Data

Translating Raw Data Into Useful Business Information



	A	B	
4			
5			
6	<b>Name</b>	<b>DOB</b>	
7	Adella	12/18/1955	
8	Allen	8/26/1963	
9	Anne	10/29/1941	
10	Beverly	1/2/1971	
11	Bonnie	12/28/1961	
12	Brian	10/16/1979	
13	Carol	4/2/1971	

	A	B	C
6	<b>Name</b>	<b>DOB</b>	<b>DOB Month</b>
7	Adella	12/18/1955	
8	Allen	8/26/1963	
79	Theodore	5/18/1953	
80	Thomas	12/15/1959	
81	William	9/12/1960	
82	William	9/16/1960	
82	<b>Subtotal</b>		75
83			
		Month	
		1	
		2	
		3	
		4	
		5	





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**DURATION OF THE COURSE**

The entire course is 2 days long.

**CLASS SIZE**

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

**DETAILS ON THE COURSE**

Date : 3 & 4 Dec 2009  
22 & 23 Mar 2010  
13 & 14 May 2010  
16 & 17 Aug 2010  
21 & 22 Oct 2010

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

Price : \$600 Nett

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

**CLIENTS WHO HAVE BENEFITED FROM THIS COURSE**

3M Technologies (S) Pte Ltd  
Abacus International Pte Ltd  
Adam Khoo Learning Technologies Group  
BCH Retail Investment Pte Ltd (Bugis Junction)  
Cummins Filtration Singapore  
Danfoss Industries Pte Ltd  
Deltron Consultancy 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  
Holcim Trading Pte Ltd  
Honeywell Specialty Chemicals (S) Pte Ltd  
Igus Singapore Pte Ltd  
IIR Exhibitions Pte Ltd  
Institute of Technical Education  
Jason Electronics Pte Ltd  
Johnson & Johnson Vision Care, Singapore  
Marketing Institute of Singapore  
Microsoft Regional Sales Office  
National Council of Social Science  
NTUC Childcare

Rohde & Schwarz SCA Pte Ltd  
Singapore Press Holdings Ltd  
Sumitomo Corporation  
Tan Tock Seng Hospital  
Taytonn Pte Ltd  
Trek Services  
Wywy Office Solutions Pte Ltd

## **OUR TRAINERS**

EverydayExcel' trainers are all experts in spreadsheets and databases. They are specially hand-picked by the Master Trainer, Jason Khoo, based on their experiences in training and the business knowledge they possess. Jason has worked in local listed companies and foreign MNCs managing the companies' budgeting process and developed business models for forecasting. 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.

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