eCourse Outline

Sales Forecasting for Small Businesses

Course outline

- **Creation**
  - Importance of sales forecasting
  - Benefits of forecasting regularly
  - Forecast vs. Pipeline
  - How to assess and measure for future potential

- Importance of sales forecasting
  - Important for Businesses of ALL Sizes
  - Setting Growth Goals
  - Accountability
  - Planning Cash Flow
  - Assists with Decision Making

- **Attributes of a Sales Forecast**
  - Prediction of Future Events
  - Measured Monthly, Quarterly, Annually
  - Estimate Based on Past Data
  - Other Considerations
  - Industry and Economic Trends
  - Seasonality
    - Consider strategies to make it through lean months
    - Include counter-cyclical products or services
    - What other trends may impact your business and sales projections?

- Sales pipeline
  - Sales Forecast vs. Sales Pipeline
  - Sales pipeline is the flow of customers and opportunities
  - Tracks the progress of customers throughout the sales process