

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