



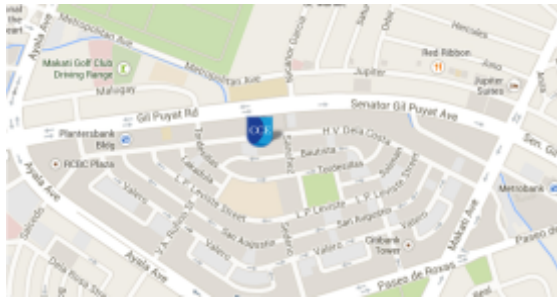
Basics of Commercial Demand Forecasting

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
 3/F Ateneo Professional Schools Bldg.,
 130 H.V. Dela Costa St., Salcedo Village,
 Makati City, Philippines



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October 21, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



sales management

Basics of Commercial Demand Forecasting: Sales, Shopper Marketing and Marketing Perspective

February 6 - 7, 2020

DATES

February 6 - 7, 2020
 Thursday - Friday
 8:30 am - 4:30 pm

PROGRAM FEE

Php 11,800.00 (Early Eagle Rate until Jan. 23)
 Php 12,800.00 (Regular Rate)

HOW TO REGISTER

Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

(+632) 8840.2770

Schedules and prices may change without prior notice.



CENTER FOR CONTINUING EDUCATION

The Basics of Commercial Demand Forecasting course is part of the entire S&OP process which deals primarily on the commercial side of the volumes/business involving Marketing, Shopper Marketing and Sales Management. This course considers the significant emphasis on historical data analysis and baseline numbers review together with the 'enrichments' or incremental and reductions drawn from initiatives like promotions, new brands and product discontinuation. This also takes into account the segmentation approach from product SKUs to channels and customers/accounts.

Given the increasing focus on operational efficiencies, accurate forecasting from the commercial teams will contribute in improving the inventory levels across product lines in both company and trade channels. This will allow the participants to appreciate the detailed methodologies needed to come up with better forecast numbers that will lead to higher forecast accuracy performances. The exercises will also allow the participants to look closely into the impact of promotions, new product introductions, product discontinuity as well as seasonality factors.

End in mind is for the commercial team members to be able to develop more realistic forecast numbers to be used in their annual volume planning, monthly/weekly volume planning and review cycles.

Basics of Commercial Demand Forecasting

objectives

After the course, the participants will be able to:

1. Understand the key principles, methodology and application of Basic Commercial Forecasting;
2. Apply the usage of the forecasting to their respective sections, customers or channels;
3. Develop an action plan for the Commercial Forecasting team and integrate the processes into the Sales organization; and
4. Appreciate the basics of Forecasting/Demand Planning and Key Customer Forecasting which can help the lead team members to define the key next steps in forecasting.

who should attend

Sales Managers – Handling Distributors & Top Modern Trade Accounts. Sales Managers in-charge of a group either GT or MT. National Sales Managers. Demand Managers. Shopper Marketing personnel.

resource person



Mr. Victor Solomon has over 34 years of professional- work experience particularly in the field of sales management and commercial support/staff work. His professional career is focused in Sales Leadership and related responsibilities in a Sales environment. He also worked in both multi-national & local FMCG organizations such as Procter & Gamble, San Miguel Corporation, Nutri-Asia, Philips Lighting Corporation and more recently Alaska Milk Corporation/Royal Friesland Campina.

He is a seasoned sales person and trainer in both general trade (Distributorship business) and modern trade channels in an FMCG environment. His professional work experience includes Sales Training/Capability & Business Excellence, Trade Marketing/Shopper Marketing, Commercial Demand Forecasting, Business Systems & Information, and Project Management as well as in Customer Service work. His training and organizational enabling work have included the conduct of training in Key Account/Modern Account Management, Distributor Management Training, Strategic Account Management, Trade Marketing/Shopper Marketing, Negotiation Training, Sales Call Procedures & Communication Skills, Demand Management & Forecasting, Project Management, Organizational Performance Model Training, Good Warehousing Practice, Distributor Operational Assessment, Training Design among others.

program content

- I. Overview of Forecasting - Big Picture on Forecasting/S&OP
- II. Creating a Commercial Demand Planning Team
- III. Generation & Analysis of Historical Data/ Guidelines on Historical
- IV. Segmentation
- V. Generation of the Baseline / Enrichments or Improvements
- VI. Trade/ Customer Forecasting/ Customer Forecasting Framework.
- VII. Development of a Rolling Forecast

complementary course

Fundamentals of Shopper Marketing & Strategy March 25 - 27, 2020

The Fundamentals of Shopper Marketing & Shopper Strategy course allows the Sales people, Shopper Marketers, Demand Planners and even Marketing people to understand the shoppers' behavior to a higher level. It focuses on the customer or buyer at the point of purchase but takes into account the mental and physical path-to-purchase of the shopper. This reflects the decision points in the shoppers' purchasing journey.