

SALES FORECASTING & RESEARCH

Forecasting Sales series of four

This series aims to 'take the guess out of guesstimating'. The aim is achieved and the view is stretched in the process. Invaluable for the learner, it provides a source of reinforcement, assurance and re-invigoration for the practitioner. Anyone with responsibilities related to business plans, budgeting etc., will benefit from this series - managers, budget holders, accountants, bank managers and marketers. Organisations featured: Brick Development Association, Business and Market Research, Holiday Inn Crowne Plaza Midland Hotel, Honda UK Limited, Jilani's Superstore, Lake, New & Hurst, Nielsen, Rodgers Florists, Rover Cars. These programs can be purchased individually or as a set of 4.

NEW
TOPIC



1. Budgeting, A House of Cards

This program sets out the general principles of sales forecasting. Its axiom is that forecasting sales is absolutely central to business and simply has to be as accurate as possible. Straightforward illustrations demonstrate this very well. Which, of course, leads easily into ways of reducing the risk of damage. This is an excellent starter to the series and links sales forecasting and management. DVD 13 mins.



2. Forecasting Through Research

This program aims to show how market research can help reduce the risk of error in sales forecasting - what it really means is 'ask the right person the right question'. Nicely illustrated by short case studies based on businesses as disparate as Honda, the Brick Development Association and a firm of solicitors, it achieves its aim painlessly. DVD 14 mins.



3. Making Numbers Work For You

This is a teaching film. After the comparative relaxation of the program on Market Research, it aims to show how statistics can make a vital contribution to sales forecasting so that the equally vital element of judgement has a sound basis. It transports the viewer into the heart of a seminar run by Professor Graham Robinson with Peter Wheeler as the tutorial commentator. It's a very effective approach for a person who wants to get to grips with the numbers. DVD 16 mins.



4. Forecasting or Fortune Telling?

They say that the only sure thing about a sales forecast is that it will be wrong. Program one demonstrated the need to forecast systematically. Program two demonstrated the role of marketing research in forecasting. In program three statistical techniques help you to interpret historical data and create projections. But the future cannot be calculated from the past. Major environmental (socio/ economic, political, technical, ecological) trends will transform the future scenario. Strategists from the featured companies and specialists describe how they confront the future. This program is wide-ranging; its messages are clear and it is well presented. DVD 20 mins.



NEW
RELEASE

SALES

Question, Communicate, Close

With many companies now striving for increased productivity and a greater income from lesser outgoings, Trainers and Human Resource Managers have been asked to demand more from their customer service people. Previously a 'service only' driven role, companies now expect that extra mileage which means turning a customer enquiry into a profit generating sale. Well known television presenter Jo Hall features in this entertaining film which takes a good customer service person and shows them how to become a great sales person. DVD 18 mins with Facilitators guide.

