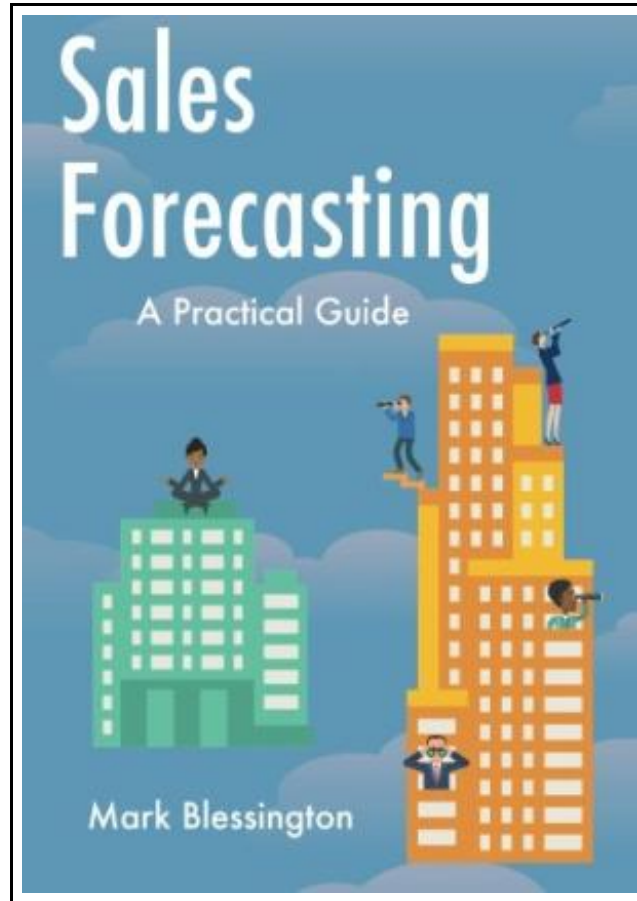


## Sales Forecasting: A Practical Guide



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***(Prof. Maya Hand)***

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Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Sales Forecasting is a practical guide for beginning and intermediate sales forecasters. The book does not use complex formulas. Instead, it is designed around the author's application of the learning curve to sales forecasting. Millions of sales forecasts are made by hundreds of thousands of people every year. Sales forecasts for every product and every sales territory in the world are made at least once a year, if not monthly. Then there are various aggregations of these forecasts, such as product to product line to division, and territory to district to region. Further, multiple functional areas across the company make sales forecasts. Sales, marketing, finance and manufacturing are all involved, at least on an annual basis, and often much more frequently. The sad truth is that few forecasters have any formal education or training on the subject. Part of this is because most forecasting books use numerous complex formulas, which are arcane, intimidating and off-putting. Another reason is that sales forecasters are encouraged to place too much trust in forecasting software by vendors who tend to make exaggerated and unsubstantiated claims about forecasting accuracy. Sales Forecasting breaks new ground. It re-invents the process of teaching the subject of sales forecasting. It is designed around the learning curve. The author's experience in day trading, along with decades of sales and marketing consulting, taught him the essential ingredients of sales forecasting. These are provided in Part 1 of the book. The first and most important skill is error measurement. The author makes a clear declaration about the best method and demonstrates its use throughout the book. The second skill is testing, and the author demonstrates how to divide...



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