SALES FORECASTING MANAGEMENT

- Location: Knoxville, Tennessee
- Duration: Two and one half Days
- Dates: April 26-28, 2000; November 1-3, 2000
- Tuition: $2100 (includes meals and lodging)
- Class size is limited

1. PARTICIPANT PROFILE
This program is designed to give sales forecasting analysts a better understanding of the role their function plays in the organization and to give managers of the sales forecasting function a better understanding of the technical aspects of developing and analyzing sales forecasts. This course also provides an excellent opportunity for users of sales forecasts — including marketing, finance, sales, production and logistics managers — to learn how forecasts are developed and how this information benefits a variety of functions within the company.

2. KEY OBJECTIVES
- To help sales forecasting analysts better understand the company’s use of their forecasts.
- To provide sales forecasting managers with a foundation in the techniques, approaches and systems used to develop forecasts.
- To help managers who use sales forecasts better understand the development and limitations of forecasts.

- To expose all three of the above groups to the latest and most successful trends in forecasting, based on the faculty’s experiences with more than 400 companies.
- To provide all three groups with a chance to incorporate data from their own companies as they learn to use the latest forecasting software. (Participants will receive a demonstration copy of this software.)

3. OVERVIEW
Sales Forecasting Management is the result of more than 20 years of study of the sales forecasting management practices of leading companies. The program begins with an overview of the basic techniques, approaches and systems used in sales forecasting. From this overview, each participant gains a fundamental understanding of how each approach works, including its advantages, disadvantages and under what circumstances each approach works best.

After covering these fundamentals, the program turns to a discussion of how the “best of the best” companies handle sales forecasting. This discussion is based upon two surveys of more than 350 companies as well as a benchmark study of how the top 20 companies in these surveys manage the forecasting function and its use in management planning.

The program concludes with the presentation and actual use by participants of
innovative sales forecasting software. This software is widely and successfully used by a variety of companies to provide accurate forecasts to all of the functions affected by future sales levels. (Participants are encouraged to bring actual demand data from their companies to use in this part of the program.)

See course schedule attached.

4. METHODS OF INSTRUCTION
The program is limited to 30 participants and is designed to encourage the active involvement of each participant. The course provides a balance of technical information and managerial perspectives through presentations, discussions, case examples, small group exercises and the use of sales forecasting computer systems.

5. FACULTY
The program faculty leader, Dr. John T. Mentzer, has worked with more than 40 companies in the area of sales forecasting. Dr. Mentzer conducted all of the surveys and benchmarking studies presented in this program and has written numerous books and articles on the subject of sales forecasting.

Dr. Mark A. Moon, assistant professor of Marketing, Logistics and Transportation at The University of Tennessee, has over nine years of business experience with IBM Corporation and University Microfilms International. He has consulted with organizations including Eastman Chemical Corporation, DuPont of Canada, Hershey Foods USA, Michelin North America and AlliedSignal Automotive.

6. FACILITIES
Classes are held in the executive classrooms of The University of Tennessee Center for Executive Education. These facilities are specifically designed for group-interaction programs.

Accommodations are single-occupancy rooms at a nearby hotel.

7. SPECIAL FEATURES
Much of the content of Sales Forecasting Management is based upon Dr. Mentzer’s own studies of how leading companies develop, manage and use sales forecasts. This groundbreaking research is available through no other course. Additionally, no other program is authorized to demonstrate the sales forecasting software presented in this course. Each participant will receive a copy of Dr. Mentzer’s new book, Sales Forecasting Management.
8. CONTACT
For more information on Sales Forecasting Management, please contact:

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9. WEB SITE
For late-breaking news about the Center for Executive Education and its offerings, visit our web site at http://mdc.bus.utk.edu

10. RELATED COURSES
Geographic Information Systems for Business and Logistics
Logistics Executive Development Program

Competitive Challenges.™
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## Sales Forecasting Management Schedule

<table>
<thead>
<tr>
<th>TIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tbody>
<tr>
<td>8:10 to 9:40</td>
<td>Sales Forecasting Systems and Management (Mentzer)</td>
<td>Sales Forecasting Benchmark Studies: Surveys of Over 350 Companies (Moon)</td>
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<tr>
<td>10:00 to 11:30</td>
<td>Measuring Sales Forecasting Performance (Mentzer)</td>
<td>Sales Forecasting Benchmark Studies: In Depth Analysis of 20 Companies (Moon)</td>
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<tr>
<td>1:00 to 2:30</td>
<td>Qualitative Techniques (Moon - University of Tennessee)</td>
<td>Putting It All Together In a Forecasting System (Mentzer)</td>
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<tr>
<td>3:00 to 4:30</td>
<td>Times Series Techniques (Mentzer)</td>
<td>Applying What You Learned to Your Organization - Computer Lab Analysis of Participants' Sales Data (Mentzer)</td>
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<tr>
<td>4:45 to 6:00</td>
<td>Registration</td>
<td>Regression Techniques (Mentzer)</td>
<td>Applying What You Learned to Your Organization - Managing the Process (Mentzer)</td>
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<tr>
<td>6:00 to 8:30</td>
<td>Dinner and After Dinner Presentation: Conducting A Forecasting Audit (John Hewson - Eastman Chemical Company)</td>
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