

MAXIMUM...

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MAXFACT #67

*"Prediction is difficult...
especially about the future."*
- Yogi Berra

Even the infamous baseball catcher, coach and quote-icon recognized that it is tough to accurately identify what will happen. **That is why it is important to review sales forecasts more than once a year.** Forecasting at least quarterly will allow your team to chat, share ideas, review trends and refine predictions.

Forecasting is a dynamic process...but, do not allow performance accountability to be "revised" out of your company's plan.

If you have questions or comments about today's **Forecasting** message, please contact us.

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...FORECASTING



Last week we touched on the need for managing your expenses through the discipline of budgeting. How you steward your resources is a critical component to your success.

Another important process is sales forecasting. Someone must set the company's targets for growth. **Forecasting employs two primary elements: history and optimism.**

Review your existing account history. Then project what you can expect next year. Some businesses are trending upward, while others are not. Factor in your sales team's market intelligence.

Predicting new accounts is tougher. But you actually have a history on this too. Quantify the new accounts you gained during each of the last three years and their value to the company. This average is a starting point as you optimistically predict what the coming year's growth should be.

Ponder This...

**If we don't forecast,
how can we set tangible goals?**

We invite you to share this Memo with a friend.