



# Demand Management

KNOWLEDGE AREAS •

## Training Programs

“Excellence in Learning”

### Who we are

Solutions4Business Inc. is a boutique Management & IT consulting firm. Recognizing client's needs with a unique deep-dive approach and adjusting our models to achieve organizational objectives is what sets us apart.

We are the Supply Chain Specialists. Our mission as your training partner is to help build & deliver dynamic program structures to increase the knowledge retention rate for the attendees. Our consulting team leverages its years of client expertise and transforms it into practical, interactive solutions based training.

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- Supply Chain Services
- Project Management
- IT Consulting
- Training Programs

[www.soln4biz.com](http://www.soln4biz.com)

# Who should attend?



## Program Overview:

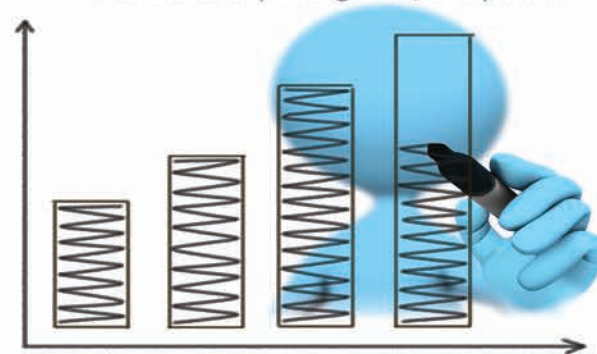
The traditional organizational role of Demand Management may have been limited to statistical forecasting and order taking. In recent years the scope has been significantly broadened to include the very creation of demand by the Marketing and Sales groups, through qualitative and quantitative forecasting methods, collaborative demand planning, new product forecasting, Sales and Operations Planning, and Customer Relationship Management. The advent of readily-available Point-of-Sale data, combined with the robust data integration capabilities of modern ERP and other information systems, have placed further emphasis on Demand Management as a means to improved forecast accuracy, cost savings, and improved customer loyalty.

## Who should attend:

The Demand Management courses are beneficial to practitioners and managers in Sales, Marketing, Supply Chain, and Customer Support functions who wish to expand their understanding of the planning, control, and execution of demand, as well as those who hold direct responsibility for the sales forecast. Anyone wishing to advance their working knowledge in these areas, or wanting to establish a better shared understanding of terminology, techniques, and processes with their peers, should consider attending these courses, as well as those seeking a career path in any aspect of Demand Management. .

## Skills You'll acquire:

The Demand Management courses provide an overall understanding of the creation, forecasting, management, and control of demand, from how Marketing and Sales and Supply Chain functions go about creating demand, to the fundamentals of forecasting techniques and the forecast process, to management of the process, including stakeholder engagement, new product forecasting, extrinsic forecasting, and performance measures. Key processes related to the planning and execution of demand, such as Sales and Operations Planning and Customer Relationship Management, are explored.



## Format:

Eight modules, each designed as a stand-alone course, each six to eight hours in duration. The courses may be taken in a sequence beginning with the two Demand Creation courses and concluding with Collaborative Tools and Techniques, or they may be scheduled in a customized grouping and sequence. Each course involves class and individual participation, and provides template training aids

## Cost:

Contact us for more information about the cost structure.

## Credit Available:

Please contact Solutions4Business for further information on our training programs and credit available.

CEUs will be awarded for each course  
CPEs will be awarded for each course

Instruction is at the graduate level.

## Trainer Pool:

Trainers include expert practitioners from industry and our experienced Consulting Team. We conduct initial assessments at the client site to understand the as-is business processes and IT Infrastructure in place to support on-going operations.

Our assessment team also gathers training requirements aligned to clients' custom needs.



## 1. Demand Creation: Marketing

The marketing function and its management processes are defined from the standpoint of creating and growing customers and markets through a focus of the four Ps: Product, Price, Place, Promotion. Market strategy development is covered, and the concept of branding is introduced. Market opportunity analysis techniques are presented. Pricing practices are discussed, with consideration to the tradeoffs involved when making pricing and promotion decisions. The entire process of conceiving, planning, and introducing new products to the market is also covered.

## 2. Demand Creation: Sales & Supply Chain

Sales strategies, job titles, and organizational approaches are explored for their impact upon the timing, location, and quantity of demand. The features, benefits, and other drivers of sales behavior are explained with hands-on exercises. Sales leadership is addressed, encompassing the organization of the staff as well as sales force development and compensation. Advertising and promotion options and the use of telemarketing are reviewed as efficient drivers of demand. Supply chain efficiencies enable margin increases and resultant opportunities.

## 3. Fundamentals of Forecasting

The growth in importance of Demand Management is explained and well justified, while the fundamentals of the process remain constant. The forecasting function is described and the types and uses of forecasts at various levels within the organization are illustrated. Some universal forecast principles are clarified so as to set proper expectations and establish the proper uses and limitations of forecasts. To establish a forecast process, one must consider the range, horizon, time bucket size, and other factors; this topic is addressed in a systematic and participative fashion.

## 4. Forecasting Techniques

At the heart of Demand Management is the generation of forecasts. Identification of demand characteristics helps the forecaster to project historic patterns into the future. Several forecast and accuracy enhancement methods are explained and the participants have an opportunity to test some models and perform model selection. Pyramid forecasting is used as a means to adjust forecasts at aggregate and disaggregate levels. Internal and external factors affecting forecasts are considered, and two key measures of forecast performance are calculated and compared.

## 5. Integration of Supply, Demand and Inventory

This course addresses the processes which engage demand management with supply chain and inventory planning. The first key element is communication. Guidelines for presenting, reporting, and selling ideas are discussed. Inventory management principles, relating forecast error and service level to safety stock requirements, are illustrated. Forecasts for new products and consensus forecasting are thoroughly reviewed, as they involve the engagement of stakeholders from multiple disciplines.

## 6. Managing Process

Management of a forecasting process starts with obtaining and analyzing data from orders, shipments, and point of sale, and cleansing of outliers. Demand exceptions are identified and handled through specific methods which are described. The identification and use of extrinsic indicators to improve forecast accuracy is demonstrated. Key performance measurement techniques are discussed as tools of continuous improvement, and the tracking signal calculation is reviewed as a means to determine when to change the forecast method.

## 7. Sales and Operations Planning

Sales and Operations Planning (S&OP) is an Integrated Business Planning process, with the objectives of delivering on the business plan in terms of service level, inventory, and operating expenditures. The objectives, principles and the five process steps of S&OP are reviewed, emphasizing demand management's role in aligning sales plans with business expectations. The course concludes with a section on how to sustain this process by integrating it with the financial plans and budgets of an organization.

## 8. Collaborative Tools and Techniques

Better data capture and leverage of shared information across an extended supply chain can improve performance for both the buyer and the seller. Customer Relationship Management (CRM) improves customer retention and market share while reducing management costs through business process improvements and the use of tools like Sales Force Automation. Vendor Managed Inventory, Collaborative Planning, Forecasting, and Replenishment and Communication management are also addressed.





## Offer this Program at Your Location - Benefit from years of corporate expertise!

Bring the expertise of Solutions4Business' nationally recognized training consultants directly to your workforce. Benefits include: Sessions tailored to your business delivered at times convenient for your staff, Group learning and networking, Ideal forum for management participation in program delivery. Organizations large and small as well as academic institutions can take advantage of this on-site development opportunity. Select from our training' portfolio listed below or let us design a custom course for your business needs.

### Additional Details:

For information on bringing this program to your location, contact us at: **(724) 713-1456**, or email us: [training@soln4biz.com](mailto:training@soln4biz.com)



### The **Solutions4Business** Advantage!

We deliver education and training through a uniquely interactive, engaging approach, designed to enhance knowledge retention through an hands-on experience.

We offer a one-on-one training program customization using our proprietary process & training assessment models to suit client needs segmented by specific business units and functions.

“ We also offer ”  
customized training  
specific to your organization's needs!

### The **Solutions4Business** Pool of training Programs!

- Project Management Foundations
- Project Management Knowledge Areas
- Program Management
- Demand Management Knowledge Areas
- Customer Service Management
- Third Party Manufacturing Strategy
- Lean Logistics
- Lean Supply Chain
- Lean Sales & Operations Planning (S&OP)
- Waste Management Concepts
- Fundamentals of Materials management
- Inventory Management Foundations
- APICS Principles of Inventory Management
- APICS Principles of Operations Management
- APICS CPIM Certification Preparatory Training
- Successful Cross Border Supplier Management
- Supplier Cost Reduction
- Six Sigma: Yellow Belt Training & Certification
- Six Sigma: Green Belt Training & Certification
- Six Sigma: Black Belt Training & Certification