Garnet
Garnet Global Training Center

GGT-MK-113

Marketing, Sales & Communication

Sales Management & Forecasting

إدارة المبيعات والتنبؤ

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

This program treats Sales Management & Forecasting as a managed system: policies, roles, resources, performance indicators and continual improvement. Win and keep customers with sharper strategy, selling and communication. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Sales Management & Forecasting as a managed process with clear roles.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sales Management & Forecasting: the management framework

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- Brand and positioning
- Digital channels and content

Day 3 Performance measurement and control

- Sales process and negotiation
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Measurement and ROI
- Checklists and templates to take away

Day 5 Management case study and action plan

- Media and stakeholder communication
- Group discussion and peer review

10-day outline

Day 1 Sales Management & Forecasting: the management framework

- Customer insight and segmentation
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- Brand and positioning
- Digital channels and content

Day 3 Performance measurement and control

- Sales process and negotiation
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Measurement and ROI
- Checklists and templates to take away

Day 5 Management case study and action plan

- Media and stakeholder communication
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
13–17 Jun 2027	5-day classroom	Riyadh	English	4,750
2–13 Aug 2027	10-day classroom	Dubai	Arabic	8,950
3–7 Oct 2027	5-day classroom	Amman	English	4,750
13–17 Dec 2027	5-day online	Live online	Arabic	2,950
17–28 Jan 2028	10-day online	Live online	Arabic	5,450
16–20 Apr 2028	5-day classroom	Kuwait City	English	4,750
4–8 Jun 2028	5-day classroom	Jeddah	Arabic	4,750
11–22 Sep 2028	10-day classroom	Istanbul	English	8,950
12–16 Feb 2029	5-day classroom	Dubai	English	4,750

Dates	Format	City	Language	Fee (USD)
19–23 Mar 2029	5-day online	Live online	English	2,950
8–19 Jul 2029	10-day classroom	Riyadh	Arabic	8,950
19–23 Aug 2029	5-day classroom	Doha	English	4,750
3–7 Mar 2030	5-day classroom	Kuwait City	Arabic	4,750
14–25 Jul 2030	10-day classroom	Muscat	English	8,950
21 Oct – 1 Nov 2030	10-day online	Live online	English	5,450
15–19 Dec 2030	5-day classroom	Cairo	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/