



## Sales Forecasting

### **Does this sound all too familiar?**

- Candidly...we don't have a good projection for annual revenue.
- Juggling Excel spreadsheets to get an AE to provide reliable revenue updates is a monthly challenge.
- We really can't look at a client's total spend across multiple LOB.
- Without getting a better breakout of revenue by LOB, every month is a resource and cash crunch roller coaster.



### **What's in it for me?**

Visibility....predictability provide the ability to proactively run your business instead .



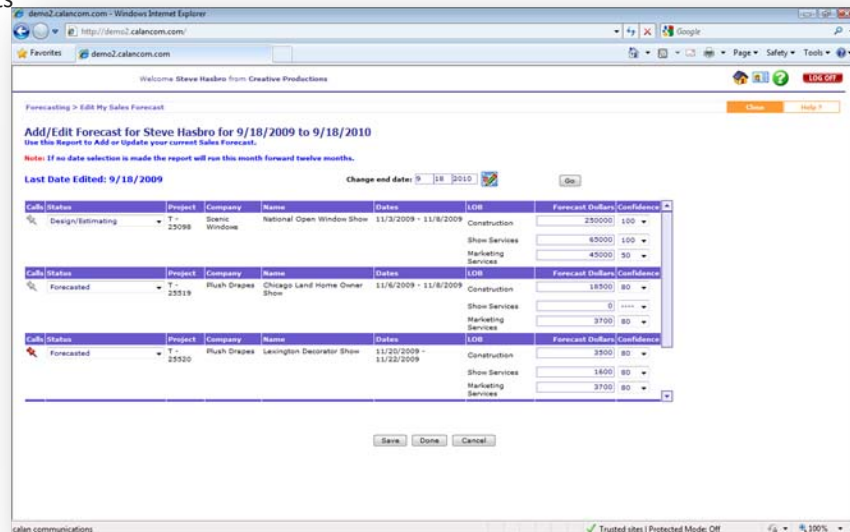
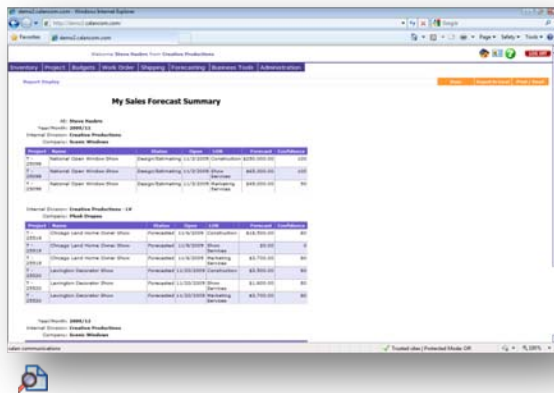
Every month we struggle collecting and rolling up a dozen excel spreadsheets.



## Sales Forecasting

Business has changed over the past few years. Margins are compressed, top line is down and the mix has shifted for the worse. How much do you know about your company's numbers? Where will you be at year end? What LOB is going to be the largest contributor to bottom line? How accurate are your sales projections, especially when you have to share with the bank?

- Stop any complaints from the sales force about how hard it is to update Forecasts
- You get revenue roll-ups and reporting anyway you like with no additional back office effort.
- Allow administrative support to manage customer spends and Project status if you choose
- See margin reports that reflect unique customer contracts



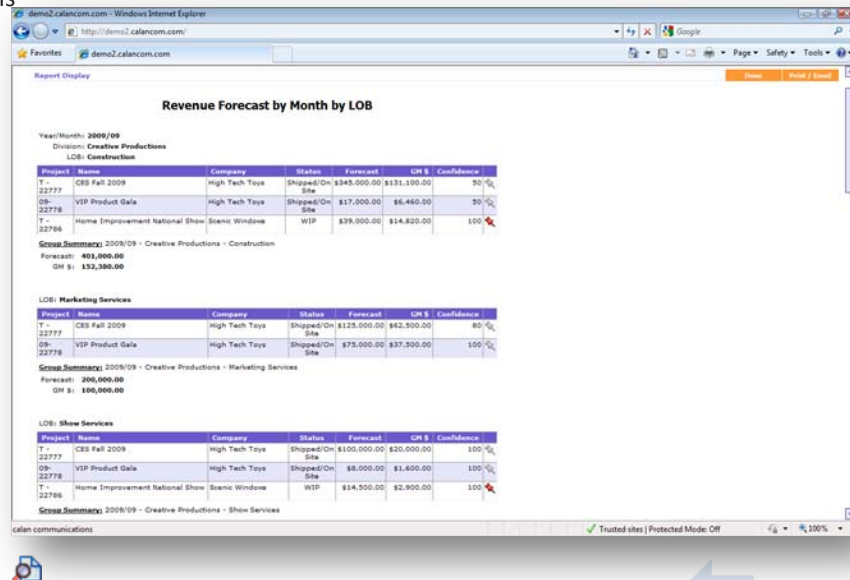
The bank was asking about your projections for the next six months and .....



## Sales Forecasting

Top line is simply not enough. **CASH IS KING!** With lending pressure and customers extending payment terms it is harder and harder to make sure that cash will be on hand before we find ourselves short. Embedded in our Sales Forecasting is a GM and free cash flow module that projects based on Forecasted revenue by LOB what the future holds.

- See projected GM by division, AE, LOB or Customer account
- Have cash flow projections that factor in average payment time by LOB
- Accommodate the 800lb client that skews your margin line
- See forecasted GM & cash flow factoring confidence levels





# Sales Forecasting

demo2.calancom.com - Windows Internet Explorer  
 http://demo2.calancom.com/

Welcome Steve Hasbro from Creative Productions

Inventory | Project | Budgets | Work Order | Shipping | Forecasting | Business Tools | Administration

Report Display Done Export to Excel Print / Email

## My Sales Forecast Summary

AE: Steve Hasbro  
 Year/Month: 2009/11  
 Internal Division: Creative Productions  
 Company: Scenic Windows

Project	Name	Status	Open	LOB	Forecast	Confidence
T - 25098	National Open Window Show	Design/Estimating	11/3/2009	Construction	\$250,000.00	100
T - 25098	National Open Window Show	Design/Estimating	11/3/2009	Show Services	\$65,000.00	100
T - 25098	National Open Window Show	Design/Estimating	11/3/2009	Marketing Services	\$45,000.00	50

Internal Division: Creative Productions - LV  
 Company: Plush Drapes

Project	Name	Status	Open	LOB	Forecast	Confidence
T - 25519	Chicago Land Home Owner Show	Forecasted	11/6/2009	Construction	\$18,500.00	80
T - 25519	Chicago Land Home Owner Show	Forecasted	11/6/2009	Show Services	\$0.00	0
T - 25519	Chicago Land Home Owner Show	Forecasted	11/6/2009	Marketing Services	\$3,700.00	80
T - 25520	Lexington Decorator Show	Forecasted	11/20/2009	Construction	\$3,500.00	80
T - 25520	Lexington Decorator Show	Forecasted	11/20/2009	Show Services	\$1,600.00	80
T - 25520	Lexington Decorator Show	Forecasted	11/20/2009	Marketing Services	\$3,700.00	80

Year/Month: 2009/12  
 Internal Division: Creative Productions  
 Company: Scenic Windows

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# Sales Forecasting

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http://demo2.calancom.com/

Welcome Steve Hasbro from Creative Productions

Forecasting > Edit My Sales Forecast

**Add/Edit Forecast for Steve Hasbro for 9/18/2009 to 9/18/2010**  
Use this Report to Add or Update your current Sales Forecast.

**Note:** If no date selection is made the report will run this month forward twelve months.

Last Date Edited: 9/18/2009      Change end date: 9 18 2010      Go

Calls	Status	Project	Company	Name	Dates	LOB	Forecast Dollars	Confidence
✎	Design/Estimating	T - 25098	Scenic Windows	National Open Window Show	11/3/2009 - 11/8/2009	Construction	250000	100
						Show Services	65000	100
						Marketing Services	45000	50
✎	Forecasted	T - 25519	Plush Drapes	Chicago Land Home Owner Show	11/6/2009 - 11/8/2009	Construction	18500	80
						Show Services	0	----
						Marketing Services	3700	80
✎	Forecasted	T - 25520	Plush Drapes	Lexington Decorator Show	11/20/2009 - 11/22/2009	Construction	3500	80
						Show Services	1600	80
						Marketing Services	3700	80

Save    Done    Cancel

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# Sales Forecasting

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Report Display Done Print / Email

## Cash Flow Forecast Sum @80% Plus

Year/Month: **2009/09**  
Division: **Creative Productions**

LOB	GM \$
Construction	\$47,500.00

**Group Summary:** 2009/09 - Creative Productions  
GM \$: **47,500.00**

**Group Summary:** 2009/09  
GM \$: **47,500.00**

Year/Month: **2009/10**  
Division: **Creative Productions**

LOB	GM \$
Construction	\$15,903.00
Marketing Services	\$90,000.00
Show Services	\$22,050.00

**Group Summary:** 2009/10 - Creative Productions  
GM \$: **127,953.00**

**Group Summary:** 2009/10  
GM \$: **127,953.00**

Year/Month: **2009/11**  
Division: **Creative Productions**

LOB	GM \$
Marketing Services	\$0.00
Show Services	\$0.00

**Group Summary:** 2009/11 - Creative Productions  
GM \$: **0.00**

**Group Summary:** 2009/11

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# Sales Forecasting

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Report Display Done Print / Email

## Revenue Forecast by Month by LOB

Year/Month: 2009/09  
Division: Creative Productions  
LOB: Construction

Project	Name	Company	Status	Forecast	GM \$	Confidence
T - 22777	CES Fall 2009	High Tech Toys	Shipped/On Site	\$345,000.00	\$131,100.00	50
09-22778	VIP Product Gala	High Tech Toys	Shipped/On Site	\$17,000.00	\$6,460.00	50
T - 22786	Home Improvement National Show	Scenic Windows	WIP	\$39,000.00	\$14,820.00	100

**Group Summary:** 2009/09 - Creative Productions - Construction  
Forecast: **401,000.00**  
GM \$: **152,380.00**

LOB: Marketing Services

Project	Name	Company	Status	Forecast	GM \$	Confidence
T - 22777	CES Fall 2009	High Tech Toys	Shipped/On Site	\$125,000.00	\$62,500.00	80
09-22778	VIP Product Gala	High Tech Toys	Shipped/On Site	\$75,000.00	\$37,500.00	100

**Group Summary:** 2009/09 - Creative Productions - Marketing Services  
Forecast: **200,000.00**  
GM \$: **100,000.00**

LOB: Show Services

Project	Name	Company	Status	Forecast	GM \$	Confidence
T - 22777	CES Fall 2009	High Tech Toys	Shipped/On Site	\$100,000.00	\$20,000.00	100
09-22778	VIP Product Gala	High Tech Toys	Shipped/On Site	\$8,000.00	\$1,600.00	100
T - 22786	Home Improvement National Show	Scenic Windows	WIP	\$14,500.00	\$2,900.00	100

**Group Summary:** 2009/09 - Creative Productions - Show Services

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