



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Sales Forecasting and Pipeline Discipline

2 day course

Classroom, online or in-house

Course overview

Sales forecasts are usually wrong in a consistent direction, and the organisation responds by adding a discount to the number rather than fixing what produced it. This course fixes the input. Delegates work through pipeline stages defined by what the customer has done rather than by how the salesperson feels, since a stage based on optimism cannot be forecast from. Entry and exit criteria for each stage follow. Deal inspection is covered: the questions that reveal whether a deal is real, and the answers that mean it is not. Weighting, coverage ratios and the arithmetic behind a credible forecast are addressed. Forecast categories and commit discipline follow. Pipeline health beyond the current quarter is covered, including the gap that only appears two quarters out. Handling a forecast miss is addressed. The course closes on reporting to an executive and on forecasting when history is short.

What you will learn

- Define pipeline stages by customer action rather than seller sentiment
- Set entry and exit criteria for every stage
- Inspect a deal with questions that reveal whether it is real
- Apply weighting and coverage ratios to build a credible forecast
- Use forecast categories and hold commit discipline
- Read pipeline health two quarters out, not just this one

Who should attend

- Sales managers and regional sales leaders
- Sales operations and revenue analysts
- Commercial directors accountable for a number
- Business development managers running their own pipeline
- Finance business partners supporting a sales function

Course outline

- 01 Wrong in a consistent direction
- 02 Stages defined by customer action
- 03 Entry and exit criteria
- 04 Deal inspection questions
- 05 Weighting and coverage ratios
- 06 Forecast categories and commit discipline
- 07 Pipeline health two quarters out
- 08 Handling a miss and reporting upward

Upcoming dates

Dates	Venue	Format	Fee per delegate
30 September to 1 October 2026	Johannesburg, South Africa	Classroom	R11,950
29 to 30 October 2026	Dar es Salaam, Tanzania	Classroom	USD 795
10 to 11 December 2026	Online	Online	R6,500
13 to 14 January 2027	Durban, South Africa	Classroom	R11,950



Fees and how to register

This 2 day course is **R6,500** per delegate online, **R11,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 795** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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