Sales Forecasting Tool

An easy formula to use that provides a forecast for a specific time period, useful for quarter to quarter sales forecasting. It factors in history, incremental growth, new business, seasonality and core churn.

Information Required

R = Revenues for previous time period

I = Incremental growth

N = New product sales to existing customers

NN = New sales to new customers

S = Seasonality (+ or –)

C = Core churn

SALES FORECAST = R + I + N +NN +S – C