

Sales Planner Plus⁺ User Instructions

SalesPlanner Plus+ Approach

Sales Planner Plus+ allow you to develop a monthly sales revenue plan for up to three years. The sales plan incorporates features such as product or market groups with revenue subtotals, an unlimited number of products within each group and up to 20 seasonal sales patterns that can be customised and applied individually to each product/revenue line. Direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month.

Sales Planner Plus+ also incorporates a sensitivity analysis feature whereby a + or — percentage change can be applied to each line item for each of the three years and the revenue and gross margin projections are recalculated. Thus, "What If" analysis can be done on scenarios where a particular revenue stream (product or market) is, say, 20%

Each monthly revenue figure is calculated by taking the current annual sales for that line item applying the entered annual percentage change (+ or —) to get future years' total. Each monthly sales revenue value is calculated by applying one of up to 20 totally

See the attached **User Instructions**. Enjoy!!

Sales Planner Plus+

User Instructions

The EXCEL model has a simple Dropdown Menu system which is visible at all times (initially at cells E1 & F1 of the Sales Revenue Plan worksheet) . The following general guidelines should be followed. Cells in Blue are intended for User Input. Cells in Black are calculated and should not be altered by the user. On first use it is recommended that the Menu Options be used in the sequence set out below. On subsequent use the options can be selected as required to make amendments to the data originally entered. It may be useful to print out, for reference, the various input forms. Prior to entering data the user should select which currency s/he wishes to use in formatting reports. This can be done by clicking on the chosen currency symbol in the dialog box to the immediate right of the Title Graphic (cell E4 of the Sales Revenue Plan

Enter the **Plan Title** and **Start Month/Year** (Plan Set Up Menu). These are used to format reports.

Print **Revenue Parameters** (Print Menu) for reference.

Fill-in each **Product Group Name**, using the **Enter Revenue Sources and Projections** on the Revenue Plan Menu. Up to four Product Groups may be entered.

Define each **Product** within each **Product Group**. For each **Product** enter the **Current Annual Sales** and the **projected % changes** planned in year 1, 2 and 3. Projected changes can be + or —. Where a Current Annual Sales figure does not exist enter the relevant figure for the first year and show 0% growth for the first year

When additional **Products** are required within a **Product Group**, new **Products** can be added. To add a new **Product**, select a **Product** row within the **Product Group**. While the row is still selected, click on the "**Add New Product**" from the Plan Set Up Menu. The selected row, including all the appropriate formulae, is copied and inserted as a new row. The **Product Name**, **Current Annual Sales**, etc for the new row can now be edited to enter details for the additional **Product**.

Where a **Product Group** has more **Products** than required, the row should **NOT** be deleted. It is preferable for presentation purposes to hide the rows that are not being used. Prior to hiding the row please ensure that there are no values in the row that will be added into any Product Group or grand totals.

When all the **Product Groups** and **Products** have been defined and **Annual Sales** values entered, **Seasonal Sales Patterns** can be applied for each **Product** for each year. **Sales Patterns** are number from 1 to 20. **Sales Pattern** 1 is the default pattern and spreads the annual sales revenue evenly over the 12 months

Seasonal Sales Patterns can be entered or edited by selecting the appropriate menu option. The 12 monthly figures are entered as a percentage, with the sum of the 12 monthly adding to 100%. If the total does not add to 100% this is highlighted to the immediate right of the figure entered for month 12. The **Seasonal Sales Pattern** table can be printed for reference by selecting the appropriate option from the Print Menu. A graphic representation of the **Seasonal Sales Patterns** is available in a separate worksheet within this workbook.

The Sales Planner Plus+ calculates the following:

The Revenue Projection for each Product for each month

The Revenue Projection subtotal for each Product Group for each month

The Revenue Projection grand total for each month

The Projected Direct Cost of Sales for each Month

The Projected Gross Margin for each month

The Projected Gross Margin % for each month

The **Projected Revenue** figures can be printed by selecting the appropriate option from the Print Menu. A graphic representation of the **Total Projected Revenue** is available in a separate worksheet within this workbook and can be printed by selected the appropriate item from the Print Menu.

SENSITIVITY ANALYSIS

Having calculated the **Revenue Projects** for each month of each of the three years a complete "What If" analysis can be carried out while retaining the original **Revenue Plan**. Sensitivity factors indicating a + or — % change in the projected revenue can be applied to each individual **Revenue Line**. Different sensitivity factors can be applied to the **Revenue Line** for each of the 3 years. By way of an example if you wanted to see the "What If" impact of a particular product being late entering a new market one could enter

To enter the chosen **Sensitivity Factors** select the appropriate menu option and enter the factor as a + or — % for the chosen year and **Revenue Line** item. Default **Sensitivity Factors** are 0%.

The Sensitivity Adjusted Projected Revenue figures can be printed by selecting the appropriate option from the Print menu.

REVENUE SOURCES

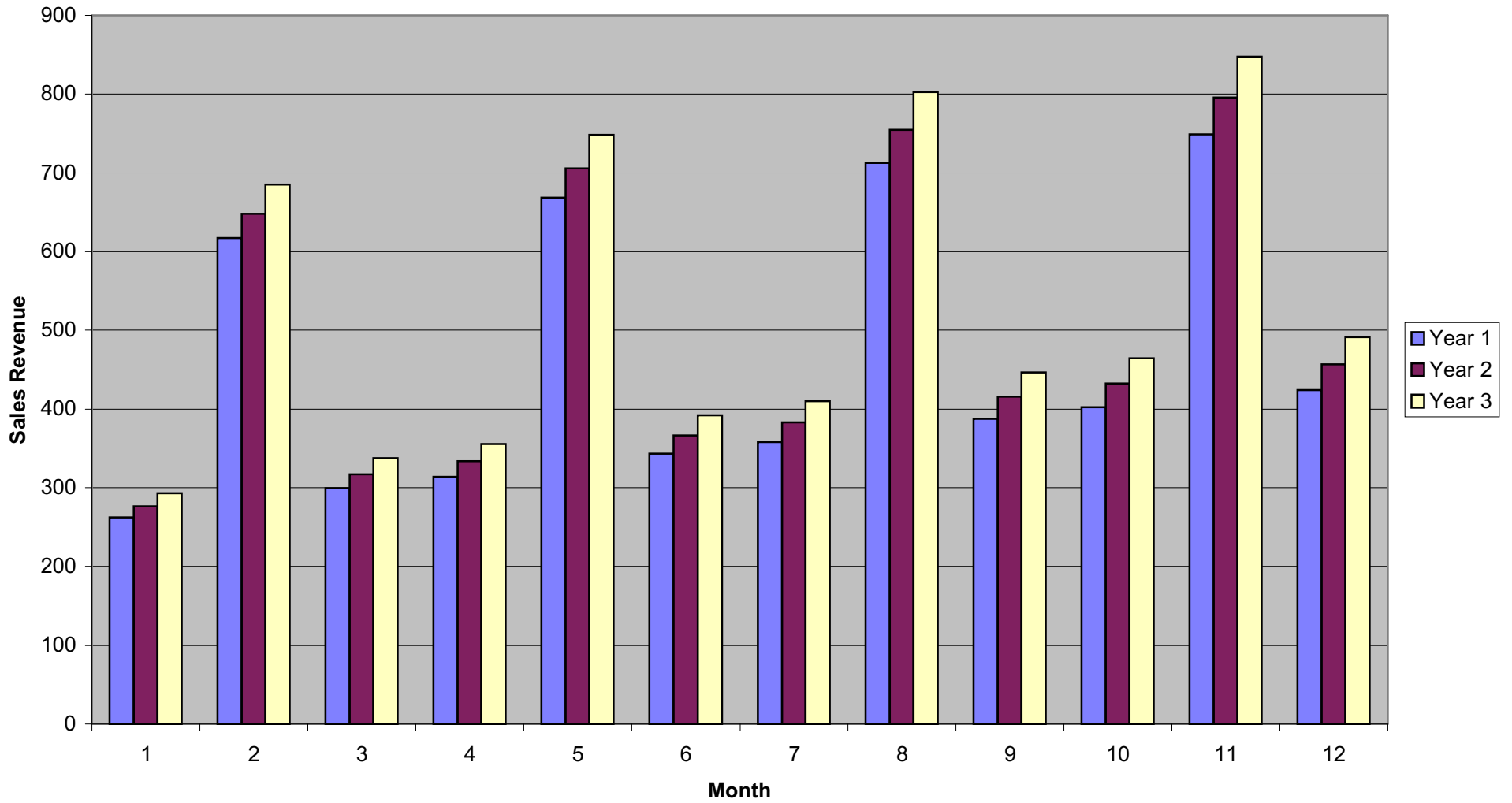
PRODUCT GROUP A	Current Annual Sales	the annual % change.			Seasonal Sales Patterns		
		Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Product A 1	100	5%	5%	5%	1	1	1
Product A 2	100	5%	5%	5%	1	1	1
Product A 3	500	3%	3%	3%	1	1	1
Product A 4	200	3%	3%	3%	1	1	1
Product A 5	100	10%	10%	10%	1	1	1
Product A 6	300	10%	10%	10%	1	1	1
PRODUCT GROUP B	Current Annual Sales	Year 1	Year 2	Year 3			
Product B 1	100	6%	6%	5%	2	2	2
Product B 2	100	5%	5%	5%	2	2	2
Product B 3	500	4%	4%	3%	2	2	2
Product B 4	200	7%	7%	3%	2	2	2
Product B 5	100	5%	5%	10%	2	2	2
Product B 6	300	3%	3%	10%	2	2	2
PRODUCT GROUP C	Current Annual Sales	Year 1	Year 2	Year 3			
Product C 1	100	3%	3%	6%	1	1	1
Product C 2	100	3%	3%	5%	1	1	1
Product C 3	500	3%	3%	4%	1	1	1
Product C 4	200	3%	3%	7%	1	1	1
Product C 5	100	3%	3%	5%	1	1	1
Product C 6	300	3%	3%	3%	1	1	1
PRODUCT GROUP D	Current Annual Sales	Year 1	Year 2	Year 3			
Product D 1	100	12%	10%	8%	3	3	3
Product D 2	100	15%	10%	10%	3	3	3
Product D 3	500	8%	8%	8%	3	3	3
Product D 4	200	6%	6%	6%	3	3	3
Product D 5	100	15%	15%	12%	3	3	3
Product D 6	300	25%	20%	15%	3	3	3

Direct Cost of Sales

	% of Sales
Direct Cost Item 1	5%
Direct Cost Item 2	3%
Direct Cost Item 3	8%
Direct Cost Item 4	2%
Direct Cost Item 5	1%
Direct Cost Item 6	6%
Direct Cost Item 7	5%

TOTAL COST OF SALES

Sales Revenue Projections



Sensitivity Analysis

REVENUE SOURCES

% Increase or decrease on estimates

	Year 1 (%)	Year 2 (%)	Year 3 (%)
PRODUCT GROUP A			
Product A 1	0%	0%	0%
Product A 2	0%	0%	0%
Product A 3	0%	0%	0%
Product A 4	0%	0%	0%
Product A 5	0%	0%	0%
Product A 6	0%	0%	0%
PRODUCT GROUP B			
Product B 1	0%	0%	0%
Product B 2	0%	0%	0%
Product B 3	0%	0%	0%
Product B 4	0%	0%	0%
Product B 5	0%	0%	0%
Product B 6	0%	0%	0%
PRODUCT GROUP C			
Product C 1	0%	0%	0%
Product C 3	0%	0%	0%
Product C 3	0%	0%	0%
Product C 4	0%	0%	0%
Product C 5	0%	0%	0%
Product C 6	0%	0%	0%
PRODUCT GROUP D			
Product D 1	0%	0%	0%
Product D 2	0%	0%	0%
Product D 3	0%	0%	0%
Product D 4	0%	0%	0%
Product D 5	0%	0%	0%
Product D 6	0%	0%	0%
Direct Cost of Sales			
Direct Cost Item 1	0%	0%	0%
Direct Cost Item 2	0%	0%	0%
Direct Cost Item 3	0%	0%	0%
Direct Cost Item 4	0%	0%	0%
Direct Cost Item 5	0%	0%	0%
Direct Cost Item 6	0%	0%	0%
Direct Cost Item 7	0%	0%	0%

