

MARKETING & COMMUNICATION | COURSE BROCHURE

Sales Forecasting and Pipeline Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Accurate sales forecasts support planning, resourcing and investor confidence. This course covers pipeline stages and definitions, qualification, pipeline health metrics, forecasting methods, CRM discipline, forecast reviews and using analytics to improve accuracy.

Inaccurate forecasts damage credibility and planning. This course helps sales leaders and operations teams build reliable forecasting processes.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses pipeline data analysis, forecasting exercises, review simulations and CRM process design.

Course objectives

By the end of this course, participants will be able to:
• Define pipeline stages and exit criteria
• Qualify opportunities consistently
• Measure pipeline health and velocity
• Apply forecasting methods
• Run effective forecast reviews
• Improve CRM data quality and analytics

Target audience

This course is suitable for:
• Sales managers and directors
• Sales operations professionals
• Account executives
• Finance business partners
• CRM administrators



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Target competencies

Participants will develop competencies in:

- Pipeline design
- Opportunity qualification
- Pipeline metrics
- Forecasting methods
- Forecast reviews
- CRM data quality

Course outline

Day 1: Pipeline Foundations

09:00–09:54	Sales process and pipeline
09:54–10:48	Stage definitions
10:48–11:00	Exit criteria
11:00–11:30	**Coffee break**
11:30–12:12	Exit criteria (continued)
12:12–13:06	Pipeline coverage
13:06–14:00	Exercise: Pipeline audit

Day 2: Qualification

09:00–09:54	Qualification frameworks
09:54–10:48	Deal risk
10:48–11:00	Buyer engagement
11:00–11:30	**Coffee break**
11:30–12:12	Buyer engagement (continued)
12:12–13:06	Pipeline hygiene
13:06–14:00	Workshop: Qualifying deals



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Day 3: Pipeline Metrics

09:00–09:54	Conversion rates
09:54–10:48	Velocity
10:48–11:00	Deal size and cycle
11:00–11:30	**Coffee break**
11:30–12:12	Deal size and cycle (continued)
12:12–13:06	Leading indicators
13:06–14:00	Lab: Pipeline analysis

Day 4: Forecasting

09:00–09:54	Forecast categories
09:54–10:48	Weighted and historical methods
10:48–11:00	AI-assisted forecasting
11:00–11:30	**Coffee break**
11:30–12:12	AI-assisted forecasting (continued)
12:12–13:06	Bias
13:06–14:00	Lab: Building a forecast

Day 5: Forecast Governance

09:00–09:54	Forecast calls
09:54–10:48	Accountability
10:48–11:00	CRM discipline
11:00–11:30	**Coffee break**
11:30–12:12	CRM discipline (continued)
12:12–13:06	Continuous improvement
13:06–14:00	Capstone: Forecasting process

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Vienna Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,940.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,450.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,890.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,840.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Rome Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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