Downloaded from <https://www.velvetjobs.com/job-descriptions/manager-sales-planning>

# Example of Manager, Sales Planning Job Description

Our company is searching for experienced candidates for the position of manager, sales planning. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for manager, sales planning

* Research and analyze sales trends, sales history and performance, revenues, current and planned inventories, other business components in order to maximize sales, brand image, and internal/external profits by account
* Analyze the basic retail business of all planning accounts and the results on internal divisions
* Evaluate post promotion analysis and provide input into account advertising plans
* Key driver of all new planning accounts from sourcing, testing, training, follow-up
* Key person to create key reports and work with all functional areas in creating new reports/analysis.\
* To provide accurate business cases / forecasts / opportunities for all key Sales initiatives so that the organization has a good handle on the financial benefits of these intiatives
* To develop, track and present key metrics that help measure delivery on core objectives
* To conduct financial data modelling & analysis to improve product and company profitability
* To ensure that the short term and strategic long term initiatives are dovetailed to provide sustainable business momentum
* To find opportunities to increase the efficiency of the sales support processes & systems by automation and streamlining of processes

## Qualifications for manager, sales planning

* Relevant data, research, competitor analysis and experience to generate long term sales volume forecast strategies across all models and all derivatives (including special editions)
* Proactively evaluate current and forecasted market change impact and make recommendations to BMI and BML
* Review financial impact of volume scenarios with Finance
* Experience and ability to program database/data provision systems Business Objects, BOOM understanding the data model and database operation to guarantee data accuracy
* Proficiency in Excel, Word, PowerPoint, Outlook, SAP, Event Management – Launch workbench & Field Sales Management
* Must possess high relationship and negotiation skills