

# MAKING SALES & OPERATIONS PLANNING PRODUCE REAL BUSINESS BENEFITS



Learn how to use a cross-functional Sales & Operations Planning (S&OP) process to improve:

- Customer Service, Inventory & Profit Levels
- Overall Communication
- New Product Development
- Product & Business Rationalisation

## RECOMMENDED FOR

Any key player involved in the S&OP process from senior directors, to production, planning, inventory managers, supply chain personnel, project management, IT, finance and demand forecasting managers.

## OBJECTIVES

This is a seminar for executives who need to understand the S&OP methodology and how it relates to associated underpinning processes. It explains how Senior Management can adopt these principles to manage businesses more effectively. S&OP is a structured communication process that provides a practical and highly effective way of strategically linking sales and marketing, to supply and operations, finance and budgets, and new product development and product rationalisation.

To achieve a competitive advantage, Customer Focused Demand operations must be integrated with the supply side of the business using detailed plans linking to the aggregate ones. S&OP is common sense. It's making it happen that is hard.

The S&OP process outlined in this seminar provides the knowledge to ensure sales, operations and inventories are aligned and that plans are measurable for continuous improvement.

The Heenan Consulting 'Safety Stock Simulator' will be given to all attendees and will be used during the day to show a practical approach to determining safety stocks and deciding which products need to be deleted.

## CONTENT

- Creating and understanding on integrated S&OP approach
- The Five Step S&OP process for better customer service, lower inventories and higher profits
- Engaging sales and marketing personnel - less effort, better forecasts, less new products, more successful NPD, through a proven, practical approach and simple forecasting software
- The S&OP process timeline
- Key S&OP performance measures
- The 16 Do's and 8 Don't's for successful S&OP process
- S&OP performance measures
- Achieving high customer service, rationalising the right products, and reducing safety stocks using a proven, practical approach and simple simulation software

## COURSE PRESENTER

Phil Heenan has a CFPIM & CSCP as well as many other supply chain qualifications. He is the current apics Victoria President and a past National President. His management roles include Group Logistics Manager and 'Class A' MRPII/DRP Project Manager for one of the first Class A accreditations in the region. Phil started his consulting firm after achieving Class A in 1988.

His client list includes an enviable list of Best Practice Companies who have used Phil's vast experience to improve business profitability.

Phil is an experienced practitioner, business coach and educator who specialises in four of this century's most effective improvement initiatives; MRPII, S&OP, ERP systems and Lean, delivering outstanding benefits.

Check Phil's testimonials at [www.heenan.com](http://www.heenan.com)

## WHAT OTHERS HAVE SAID ABOUT THIS WORKSHOP

*"Clearly presented, pragmatic, not too theoretical but practical"*

*"The course confirms the need, and guides how we will start the process"*

*"Content was excellent"*

**Forecasting & Demand Management. Time & Date:** Thursday 17 February 2011, 9am - 5pm

**Venue:** Suite 8, 79 Chetwynd Street, North Melbourne.

REGISTRATION  
FORM

Fees: (please tick)  Member \$715 (GST inc)  Non Member \$935 (GST inc). Please fax back to **apics victoria** on 03 9328 1100

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Details: **Credit Card:**  Visa  Mastercard **Card No:**                 **Expiry Date:** /

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_