COMMUNICATIONS STRATEGISTS INTERNATIONAL

SALES FORECAST

Working opportunity assessment

SAMPLE FORECAST FORM

CUSTOMER	CUSTOMER TYPE	OPPORTUNITY VALUE ($)
CSI	Existing	100000

PRODUCT / SERVICE	PRODUCT USE
Product A	

PRODUCT DESCRIPTION

Enter ratings as whole percentages: 0, 25, 50, 75 or 100.

ASSESSMENT	RATING %	REASONING / WHAT COULD CHANGE
Our share of supply	100%	
Customer satisfaction	75%	
Existing method	0%	
Scope required	50%	
Other alternatives	50%	

CALCULATED OUTCOMES

WORST CASE ($)	BEST CASE ($)	FORECAST ($)

Satisfaction is used directly; the other three ratings are subtracted from 100%.
Lowest and highest are applied to opportunity value and share, then averaged.

Calculation requires a PDF app that supports AcroForm JavaScript; blank results may indicate limited support.

PREPARED BY	DATE / REVIEW
	00/00/00

Note: Each opportunity forecast should feed the overall sales forecast.

commstratinc.com

Neil.Kohrn@commstratinc.com