

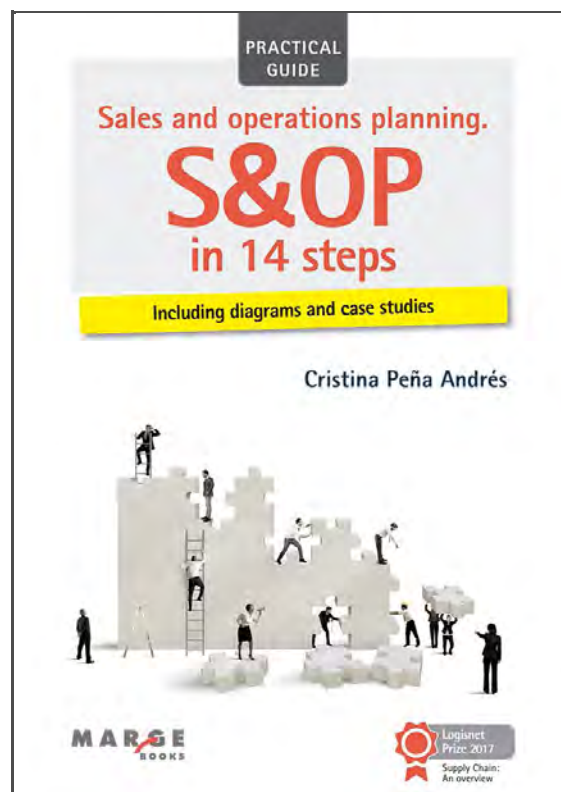
Sales and operations planning **S&OP in 14 steps**

Cristina Peña Andrés

This guide is a practical and comprehensive tool with 14 steps that will enable companies to implement a process in their management system to coordinate the sales teams with those in operations and finance managers so there is consistency across all areas of activity.

This book presents methods to make profit forecasts based on data and not hunches, so the development of the company's strategic plans has the necessary consistency and there is understanding between the productive capacities and market scenarios.

This book provides the methodology for implementing the sales and operations planning process, S&OP, explaining the importance of each action and the advantages it entails. Following these steps, any SME can avail of the system that large companies use to optimize their production centres and distribution channels.



Dirigido a:

Responsible professionals of coordinating sales teams or of directing SMEs

Temáticas

- KJM - Gestión y técnicas de gestión
- KJN - Negociación empresarial
- KJP - Comunicación y presentación empresarial
- KJU - Teoría y comportamiento organizativos

Colección: Gestiona

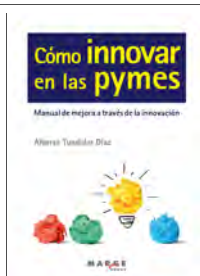
Páginas: 118. Formato: 15 x 21, Rústica

ISBN: 9788417313005. PVP: 20,00 €

OTROS TÍTULOS



Planificación de ventas y operaciones. S&OP en 14 clave [...]



Cómo innovar en las pymes. Manual de mejora a través de [...]



Negociación para el comercio internacional



Manual de transporte para el comercio internacional