Certified in Sales & Operations Planning (CS&OP).

*At last! – A way for people to demonstrate their knowledge of Sales & Operations Planning and to prove they have a good understanding of this important management philosophy. Check out* [*www.heenan.com.au*](http://www.heenan.com.au) *for dates and locations.*

***Description:*** This intensive, 2 Day Workshop is for those Supply Chain professionals and business leaders who want to solidify and reinforce their skill sets with a unique Certification focused on the Sales & Operations Planning (S&OP) process. We believe this was the first S&OP qualification in the world. This course is also available on an in-house basis.

S&OP Certification validates your expertise in a set of decision-making processes to balance demand and supply, to integrate financial planning and operational planning, and to link high-level strategic plans with day-to-day operations.

S&OP has emerged as an essential management tool in this age of rapid change, increasingly demanding customers, and supply chains that extend half a world away. It's rightfully been called "Top Management's handle on the business."

Phil Heenan will take you through the A, B, C’s of the S&OP process and guide you with tips on taking and passing the S&OP Certification exam if you wish to gain the CS&OP qualification.

***Workshop Leader:*** **Phil Heenan, CFPIM, CSCP, CLTD, CS&OP.**

**Phil Heenan has been educating and coaching practitioners in companies throughout the Asia Pacific region, and working with the S&OP creators from around the world, since 1985 showing organisations how to increase profits by attaining best practice in S&OP and Supply Chain Management. He is a contributing author to the Handbook of Supply Chain & Logistics Management and S&OP Best Practices book. He was the first person in Australia to receive the CS&OP and the first person in Victoria to receive Class A MRPII.**

***Major objectives:***

* Learn about the latest developments in the Sales & Operations Planning process
* Become a certified practitioner of S&OP.
* Achieve recognition for your professional S&OP skill set.
* Build a certified team of professional S&OP experts.
* Establish your professional credential in the art of strategic S&OP.
* Review advanced S&OP concepts such as IBP and Breakthrough S&OP.

***Who Should Attend:*** S&OP is highly cross-functional and multi-level. Therefore, attendance is encouraged for people at the manager, director, and executive levels in sales/marketing, operations/supply chain, procurement, HR, ERP project team members and finance.

***This workshop will cover in detail:***

The Basics-

* Where S&OP fits in the company
  + Who’s involved
  + Top Management, Sales, Supply Chain Planning, New Product Development, Marketing, Operations, Procurement, HR & Finance
* S&OP’s basic logic
* Relationship with other tools & processes
* How the information is displayed
* The monthly decision-making process
* The benefits from S&OP based on actual case studied from the “S&OP Best Practices” book by Dougherty & Gray
* Principles and “Radical” thoughts on Sales Forecasting
* Demand Planning
* New Products
* Supply Planning

Implementation-

* The ABCs of Implementation
* Software for S&OP
* Data and Process
* Change Management
* How to involve Top Management
* The Implementation Methodology: steps, players, pilot
* Re-implementation: fixing a broken process

Beyond the Basics-

* Global S&OP
* S&OP and Lean Manufacturing
* S&OP and Risk Management
* S&OP-based Cash Flow Projections
* How S&OP supports the Supply Chain with highly constrained suppliers
* Forecasting and planning for highly seasonal products
* Highly recommended texts by the creators and thought leaders in S&OP

Don’t miss this opportunity to improve your understanding of S&OP and be recognised for your knowledge and expertise.

***S&OP Certification About the Exam***

The S&OP Certification exam was written primarily by Tom Wallace, with input from other professionals in the field. When you pass this exam, you will be designated as Certified in Sales & Operations Planning and authorised to use the acronym CS&OP following your name.

Becoming S&OP certified helps you to:

Assist your company in improving; profits, customer service, inventory turns, financial planning, new product launches, supply chain performance and more – via the increased effectiveness in its S&OP processes.

Evaluate your current S&OP processes rigorously and identify areas for improvement.

Introduce best practice S&OP processes into your organisation. Become a more valued player in your business.  Enhance your professional stature and hence your future.

S&OP Certification is a joint activity of the Centre for Operational Excellence at The Ohio State University headed up by Dr. Peter Ward, and The S&OP Institute led by Mel Nelson and Sue Nelson.

Classes designed specifically to prepare people for the CS&OP exam can be held throughout the region so contact me at [www.heenan.com.au](http://www.heenan.com.au) or phil@heenan.com.au.

We look forward to assisting you achieve this important qualification either as a first step in your S&OP education, or as an additional qualification to your current resume.

Studying for the exam reinforces your understanding of S&OP, and receiving CS&OP provides the entry to an elite group of S&OP practitioners.

Attendees interested in sitting the on-line exam simply register with the S&OP Institute directly, pay the $US495 fee, and arrange a suitable time to sit the exam in the comfort of your own office or at home.

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***Some quotes from the S&OP Best Practices project that Phil Heenan contributed to in 2006\*\*:***

The Scotts Company

***“During the last four years, almost half of the company’s increase in earnings has come from Supply Chain savings: inventory down, manufacturing efficiency up, purchase and transportation costs down. All of these are due to improved planning.”***

**Ken Reiff**

**Vice President, Product Planning**

**Cast-Fab Technologies**

***“Two years ago, we posted sales increases of over 40%, which meant employee call-backs, retraining, new hires, initial training, getting up the learning curve and so forth.***

***“During the same year, we had productivity gains of up to* 3%! *We never would have believed this was possible if we hadn’t done it.***

***“S&OP played a key role in this; it gave us the forward visibility to make the right decisions on a timely basis.”***

**Ross Bushman**

**President and COO**

Eli Lilly & Company

***“In the past three years we have launched 10 new products and met all demand despite 2 products that sold significantly above the high-side forecast*.**

***“Without Global Sales & Operations Planning, we would have been driven to reaction mode, which could have resulted in an increase in investment in new assets, a slow down in our launch plans, and/or missed demand opportunities.*”**

**Dan Gehring**

**Supply Chain Steward**

**\*\*Sales & Operations Planning – Best Practices. Lessons Learned from worldwide companies.**

**AGFA. Amcor. Cast-Fab. Coca-Cola Midi. Danfoss. Eclipse. Eli Lily. EMS. Interbake Foods. Norse Dairy Systems. Pyosa. The Scotts Company.**

**Written by John Dougherty & Christopher Gray. Copyright 2006.**