

# 4 SIGNS

## It's Time to Redirect Your Demand Planning

You've got ambitious growth goals, but along the way, you're hitting familiar roadblocks: stockouts, overstocks, and unpredictable swings that cut into profits, waste product, and hurt customer trust.

Something isn't adding up. But what?  
And how can you redirect your demand planning process to protect your margins?

It all starts with your forecasting.

### Take a look at these 4 common signs:

01

#### Team Disarray

Once goals are set, every department builds its own forecast. Sales focuses on revenue. Finance focuses on margins. Operations builds around capacity.

The result? Conflicting numbers, competing priorities, and no unified direction.



#### Limited Visibility

With scattered spreadsheets and disconnected systems, there's no single source of truth.

Teams can't see how their decisions impact the bigger picture—or each other. Consensus and collaboration fall apart.

02

03

#### Gut Feel Over Data

Forecasts are based on intuition, not insight.

Goals, experience, and instincts all have value, but without accessible historical data or analytics to use as a baseline, planning becomes guesswork.



#### No Formal Review Process

Forecasts are uploaded manually into your ERP or MRP, often without validation.

When data accuracy isn't vetted, errors multiply—and poor inputs lead to poor outcomes: inaccurate forecasts, misaligned inventory, and frustrated teams.

04

If you found yourself identifying with these signs, it's likely your demand planning needs a redirect in the form of smarter forecasting.

Think of your forecast as your compass: if it's not properly calibrated, you'll never reach your destination.

**Smarter forecasting leads to stronger demand planning—and more reliable results.**

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