

From: RDouglas@s-f.com

Subject: Forecasts and Accuracy

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To: ProdMgmtStaff@s-f.com

Dear Product Mangers,

This is just a reminder about making accurate sales forecasts. I know that many of you are being pressured to develop optimistic forecasts because our executives are working on our hiring plans and higher numbers will justify more hiring. I've heard of some vice presidents deliberately telling their staff to overly increase their numbers.

It is really important that you do the best job you can in forecasting your products. Use all the available information to determine what will happen in the marketplace. Getting a forecast wrong can mean too much hiring and that can cost the company as it will reduce our profit margin.

GET YOUR FORECASTS RIGHT NO MATTER WHAT ANYONE TELLS YOU!

Best regards,

Robert

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