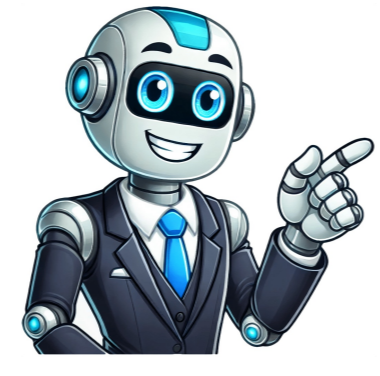


I'm not a robot



























helpful or productive if you're only considering your sales org's contributions and interests while ignoring other departments like operations and finance. S&OP rests on your ability to foster cohesion through visibility. Every party involved needs to have a clear understanding of how the others are performing and where they're coming from. That information needs to flow freely between stakeholders. If you want to get the most out of your sales and operations planning, you need to keep everyone in the loop and stress cross-functional engagement. [Incorporating S&OP Processes Into Your Business](#) Over the years, sales and operations planning has evolved from a simple demand-supply alignment process into an advanced business management process that streamlines business functions and enables companies to correctly predict market trends and make the best decisions about their product development. With sales and operations planning, you can keep virtually every aspect of your company on the same page — allowing for a smoother functioning, more cohesive organization. Editor's note: This post was originally published in October 2020 and has been updated for comprehensiveness.