

This highly interactive course is designed specifically for sales professionals. Finance is central to sales achievement and applying financial concepts is essential when making the right decisions and ensuring maximum return. This one-day event will enable you to:

- Understand the main financial statements
- Select and apply appropriate figures for different purposes, such as decision making or measuring
- Apply key performance indicators
- Develop accurate sales forecasts
- Understand the effect of your decisions on the bottom line
- How to limit the 'feast and famine' cycle
- Improving profitability
- Deal with the demands for discount

Who Will Benefit?

Sales professionals, account managers and business managers

Course Outline

- The Profit & Loss Account
- The Balance Sheet
- The business cycle and the flow of finance
- The Cash Flow Statement
- Margin and mark-up
- Forecasting techniques
- Monitoring sales performance and profitability
- Reporting individual and team performance
- Financial ratios and what do they tell us
- Costing and Break Even
- Profit, pricing and volume strategies
- Improving margins by attracting the right customers
- Real life case studies

Duration

1 Day

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