TACK INTERNATIONAL

Developing People > Advancing Business

Financial Understanding for Sales Professionals

Get the sale and look after the money!

2 days £990 + VAT

Learn how your decisions and actions affect your company's profitability and cash flow. Case studies, short input sessions, practical exercises, and computer spreadsheets make it a stimulating and active two days. Bring real life customer financial reports and problems with you, as there will be opportunities to discuss them with our experienced accountants.

Topics	Outcomes
What do you know?	Find out what you don't know.
The structure of business	Master the five objectives for financial success.
A business start-up case study.	Understand the importance of cash flows, profit and return on investment.
Real company accounts	Be able to pick the relevant facts out of a financial report.
What do accounts reveal or hide?	Understand how well your customer is doing, what their 'hot buttons' are, and what problems they may have.
Strategic planning	Understand the strategic direction of your customers - where are they going and why.
Sales forecasting	Know what tools are available and how you may use them to produce a range of possibilities and the likely outcome with your assumptions.
Knowing your costs	Understand the impact of your decisions on the companies cost base.
Your impact on profits	Understand your full cost to the company and the contribution you make. If the company treated you as a profit centre what would the bottom line be?
Pricing	Understand the psychology of pricing and the influences on the price set.
Presentation of financial information	Be able to present your financial case in the most persuasive way
Action Plans	Pick up tips from other delegates on how they are to use the information and tools gained on the course to make improvements.

Delegates said it!

"The course was not pitched at too high a level and for such a short duration achieved my personal aims. I am confident that it will be of value in my ongoing job."

"Very good course, would recommend to all Account Managers/Salespeople. Excellent trainer - very clear."

Programme high spots
▪ **Make financial reports come to life - an opportunity to review your own financial reports and discuss them with our accountant**
▪ **Demystify financials - with case studies, practical exercises, computer spreadsheets and a jargon busting guide**

Who will benefit?

Any business to business salesperson, sales and senior sales managers, wishing to improve their commercial understanding and financial sales skills will benefit. It is assumed that delegates have had no previous financial training.

Next steps

For further advice and to book a course, please contact us on **01494 766 633** or email us at **info@tack.co.uk**. Your local TACK adviser will be pleased to discuss your training and development needs and this programme in more detail.