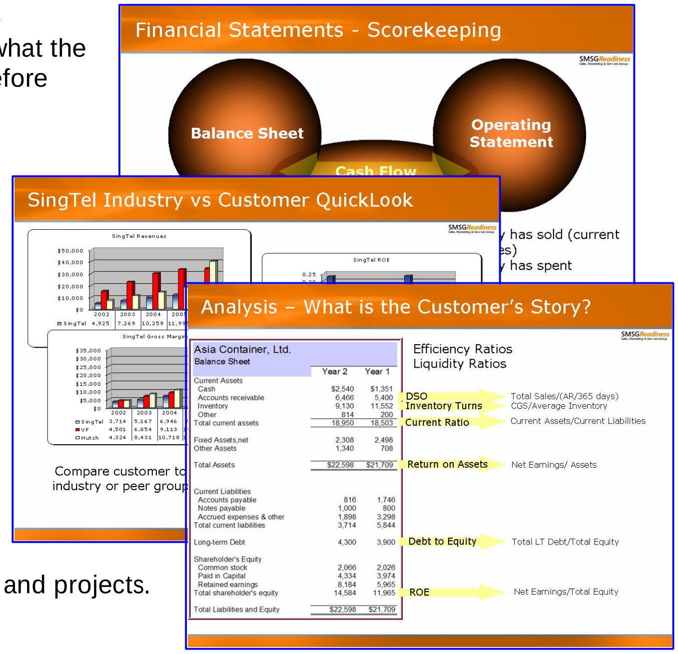
EXECUTIVE FOCUS

Financial Building Blocks for Sales Professionals ™
Selling Execution Excellence

This intensive workshop is designed for the participant who has not had an extensive training in basic business acumen and financial skills. The participant will learn, directly from a CFO, about the skills, language, and tools necessary to expand their comfort zone and prepare a business focused value proposition.

The workshop is balanced between learning and applying the concepts to your solutions. It is designed to provide exactly what the sales professional needs to know to achieve results; and therefore does not waste time on superfluous financial exercises. The workshop will address the following:



- Iidentify potential benefit areas based on financial analysis of a prospect or a customer's financial statements
- Translate your company's solutions into strategic deliverables that are linked to line items on the income statement or balance sheet
- Achieve an understanding of financial statements and other business information to gain competitive advantage through insightful interpretation of the information.
- Learn and apply extensive ROI formulas and metrics that are used by executives to evaluate deals and projects.

Topics Covered

Financial Statements

The Balance Sheet, Statement of Operations (P&L) and Cash Flow Statements are inter-related and tell a story. The income (or loss) flow from the P&L to the Balance Sheet, and become Retained Earnings or part of Shareholders' Equity. Our focus will be the Balance Sheet and P&L.

Analysis of Financial Statements

Analysis of a company or a group of companies making up an industry and/or markets you are addressing requires both the financial statements and other information that puts the numbers into a larger context. This analysis provides not only insight into the strengths and weaknesses of an individual company or industry, but also:

- company and industry trends
- performance in the larger business environment

Ratio and Trend Analysis

In general, it is important to look at trends in revenue, gross profit rates and margins, and operating income. Participants will explore Efficiency Ratios; Liquidity Ratios and Profitability Ratios. Participants will also practice using Internal Rate of Return (IRR), Payback, Discount Rate, Hurdle Rate, Days Sales Outstanding (DSO) and Net Present Value (NPV) to acquire additional insight.

The learning experience is enhanced and reinforced through a highly interactive delivery format complete with hands-on exercises. Participants will also receive our Quicklook© Calculator (Excel based worksheet) to expedite ratio and trend analysis.

Audience: Sales professionals, sales managers, sales team members
Duration: 1 day, Instructor Led
Class Size: 12 – 20 participants
Pre-requisites: none
Cost per person: $650

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