



Winning better sales: finance for sales staff

Aim: to help sales staff understand how to use finance as a negotiating tool to help win sales, and to identify the sales that will most improve their company's profit and cashflow

Course length: one day

“I win the sales, Production deliver them, and Finance do the accounts. Why do I need to understand finance?” A good question for sales staff to ask, but we don't just want sales volume, we want good sales. This course doesn't try and turn you into an accountant (heaven forefend!). It aims to help you understand profit and cashflow so you can improve the quality of the sales you win. It also aims to give you another sales negotiating tool.

In just one day you will learn the basics of finance – how profit and cashflow work. The course will start with the basics (we'll actually start by building something with Lego), and will build up to a sophisticated understanding of finance, and how it applies to sales. We'll look at how the sales team can affect the profitability and cashflow of the company, and how you can identify your client's financial weaknesses, and use them to your advantage as a negotiating tool.

Who is the course for?

This course is for any member of the sales team who wants to have more impact on their company, and wants more negotiation tools.

By the end of this course you will:

- understand why cashflow is important and how you can impact it
- see the immense impact (both positive and negative) the sales team can have on profitability
- be able to carry out a simple review of a client's accounts to uncover negotiating points to help you win the sale
- know the link between making the sale, collecting the cash, and making a profit

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