

Financial training For non financial staff



The financial training specialists

Talking heads (Budgeting, Cashflow, Profit)

When we listen to people, we quickly learn a lot about them. We learn what's important to them.

Or at least we learn what they claim is important to them.

Sometimes it's salutary to watch how they behave, and compare their actions to their claims. Then we see the inconsistencies. We see the manager who claims that their team are very important, yet treats them badly.

I've learned over the years that if there's an inconsistency between what we claim, and how we act, then our actions are usually a better guide than our words! In my financial training I aim to practice what I preach, but don't always achieve best practice. And some aspects are very uncomfortable indeed to implement.

But if we want to be competent managers, we need to walk the walk and talk the talk in financial issues.

And can be especially difficult with clients.

Our main financial conversations with clients include asking for overdue bills to be paid; pricing conversations; and saying that we won't do that bit of work (especially at that price).

These are usually very uncomfortable conversations indeed.

So we need to understand how we are going to build these conversations into our client meetings. If we don't, we'll end up always being paid late for unprofitable work.

So which of these conversations do you need to have with your client, and how will you make them happen?

þý Now I need to have a conversation with a client about increasing my