

## *Financial training For non financial staff*



*The financial training specialists*

### **Why do I need that? (profit)**

A new shop has opened up nearby selling “beautiful things for your home”. Wooden letters spelling out “Home” or “Love”; cushions; vases; etc.

All very nice things, but I left feeling “Why should I spend my money on that?”

Will the business survive?

Only if enough people do want the things it sells.

Which led me to thinking about budget management and profitability.

We’ll only survive if we are providing goods and services that our customers actually value (whether they’re internal or external customers). And valuing it is a combination of what we provide, and how we provide it.

For example, I’m writing this in Costa. Regular readers will know I like coffee shops in general, and Costa in particular. Why do I like Costa so much? The quality of their coffee is on a par with Starbucks. But I much prefer the “feel” and service that Costa gives. And I know that whatever Costa outlet I go to, the quality and service will be consistent.

I can get a cheaper coffee shop experience in other places, but I’m very happy to pay a premium price for a premium service, and boost Whitbread’s profit.

And if we’re an overhead area, providing a service to our organisation – why shouldn’t they outsource the service? It’s not about being cheaper than the outsourcing option, it’s about giving value for money. What do we need to do to make ourselves such good value that the organisation wouldn’t even begin to consider doing without us?