

Financial training For non financial staff



The financial training specialists

For better or for worse (Profit)

When I started my accountancy career, my manager told me "Accountancy isn't about numbers, it's about people."

Although I didn't believe him at the time, he was right. It's what people do (us; our teams; our suppliers and customers) that dictates the financial numbers.

Sometimes it's just a throwaway line - remember Gerald Ratner's description of one of his products as "crap", and how that sank the business?

Relationships are really important in business. If we have a good relationship with our customer, we can resolve problems together, rather than each problem becoming an insurmountable mountain. Good customer relationships mean our customers are more likely to want to do business with us. A quote I often hear is "people buy from people". We know that our price has to be value for money as well (and value for money and "cheap" are two very different things!), but the underlying relationship gives our customers a lot of clues about the level of service they can expect to receive from us.

This raises a quandary. We build relationships by spending time with people. Stopping for a coffee. A telephone call. An encouraging message. But these give no immediate, measurable result. So they can often be perceived as "a waste of time". Or they can be pushed out when we're under pressure to hit deadlines.

So how do we make sure we keep the time to build relationships, as those relationships will ultimately affect our bottom line - for better or for worse!