

## *Financial training For non financial staff*



*The financial training specialists*

### **Joined up thinking (profit & cashflow)**

I was running a workshop a few weeks ago, and we were talking about what made that client different. What made them stand out from their competitors; that resulted in their customers wanting them, and being prepared to pay a premium price for their products and services.

One participant objected to where the conversation was going. “This is a finance course, and you’ve strayed into marketing and customer psychology.”

Yes, I had. I’d done so because marketing and customer psychology (along with staff motivation; leadership; customer service; customer and staff loyalty; efficient processes and IT; etc) are all part of financial success.

Good business is about a motivated team providing a quality product and service to loyal, satisfied customers, and doing this profitably. Financial success doesn’t happen by itself, it comes out of everything we do.

It all stems from our people – so businesses that alienate their people in order to save a few thousand pounds are making a rod for their own backs. It’s these demotivated staff who are now providing the service to the customers!

Our success comes from our customers, so we neglect them at our peril. If the price of saving some money is the loss of loyal customers, we haven’t saved anything at all.

So we need to focus on our people and our customers, but always with an eye to financial success as well. Joined up thinking then: how does what I do contribute to the financial success we need?