

# *Financial training for non financial staff*

ATTAINMENT TRAINING



*The financial training specialists*

## **Finance for sales staff**

“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 enough about profit and cashflow to improve the quality of the sales you win. It also aims to give you another negotiating tool when face to face with a client.

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.

It covers issues such as:

- the financial context
- how the sales team can help (or hinder!) profit
- cashflow and how the sales team affect it (for better or worse!)
- finding negotiating points in the accounts

### **Who is this training relevant to?**

All sales staff

### **How long is the time investment?**

One day.

### **How much will it cost?**

You pay a daily rate for the course, plus our travel costs (plus VAT). This includes all development costs, the cost of the course materials, and the post course development resources. You provide the venue. There are no nasty hidden surprises in the fee!

### **How do you find out more?**

Email us on [alex@attainmenttraining.co.uk](mailto:alex@attainmenttraining.co.uk) or telephone on [0121 276 0040](tel:01212760040), and we will arrange a visit to discuss your needs in more detail.