

Finance for Marketing and Sales People

Training Description

The aim of this 1 day workshop style course is to equip marketing and sales people with the financial knowledge they need to fulfil their role and appreciate how their negotiations affect the financial performance of their company.

The programme is brisk and interactive and is delivered in layman's terms.

This finance training course is available throughout the UK.

CPD Value 5.5 Hours

CPD = Continuous Professional Development (All PTP courses are approved for CPD by the Law Society and meet the standards expected of all professional bodies).

The Course Suits

This programme has been specifically prepared for marketing and sales people.

Training Benefits

- It will make people aware of the financial benefits of their decision making
- Give people confidence when negotiating financial aspects of transactions with customers; even the customers finance staff !

Course Timetable

9.30 –9.45 Coffee & course objectives

9.45 –10.30 What information is needed:

- time frame
- format
- accuracy

10.30 –11.15 Reading your profit and loss account

- what it tells you
- what it doesn't tell you

- applying ratios and measures of performance
- benchmarking against your competitors

11.15 –11.30 Coffee break

11.30 –12.45 Actions to improve profitability

- fundamentals of costing
- knowing your break even point
- understanding how costs may vary with sales
- key measures of efficiency and productivity
- identifying your key performance drivers
- using budgets; dealing with variances

12.45 –13.30 Lunch Break

13.30 –14.30 Understanding your Balance Sheet

- what it tells you –how much is invested
- what it doesn't tell you
- identifying working capital
- applying ratios and measures of performance

14.30 –15.30 Managing working capital

- stock management
- debtors and credit management
- creditors and other payments

15.30 –16.15 Managing your cash resources

- understanding cash flow forecasts
- profit v. cash

16.15 –16.30 Action plans –what will you do now?