

learning
equals
development

EQV Course Outline



- Winning better sales: Finance for sales staff
- 1 Day

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Winning better sales: Finance for sales staff

(1 Day)

Business Benefit

This course will help your sales staff understand how to win better quality sales, and also how to use finance as another negotiating tool with clients

Who Should Attend?

Any sales staff who want the sales they win to contribute more to the profitability and cashflow of their business

Learning Objectives

*By the end of this course
you will be able to...*

- Understand the difference between profit and cashflow
- Understand the difference between the sales revenue on a deal, and the profit on the deal
- Explore the relationship between price, volume and profitability
- Assess the relative profitability of your product mix
- See the impact (for better or for worse!) that the sales team has on cashflow within the business
- Explain the impact of nonpayment on sales

Course Content

- How the sales team contributes to business success
- Exercise: understanding profit & cashflow
- Business game
- Changing the price
- The product mix
- Working capital, cashflow & the sales team
- Assessing the client – looking at accounts
- Using financial information to negotiate
- Action Planning

2011
Jul 14
Aug 15
Sep 13
Oct 13
Nov 10
Dec 09

2012
Jan 12
Feb 10
Mar 12
Apr 13
May 14
Jun 15
Jul 13
Aug 21
Sep 17
Oct 28
Nov 28

You may also be interested in

Making money: finance for managers; In the Boardroom: Finance for Directors; Interpreting accounts; Better budgeting; Credit Control; Financial Wellbeing: Making ends meet at home

Training Locations

Leicester, Sheffield, Liverpool, Manchester, Basingstoke, London

Price:
£495
per person

The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided, catering for a variety of dietary needs.