

Business Acumen For Sales Professionals

Providing a positive impact to the financial numbers



COURSE FEATURES

Session 1 – Financial Principles

The first session analyzes four strategies companies use to create market or shareholder value. It interprets five key areas in financial statements used to measure CEO effectiveness and it gives Sales Professionals practice in manipulating financial statement operating items to demonstrate the impact on liquidity and operating efficiency ratios for a business.

Session 2 – Business Principles

The second session examines business definitions and concepts related to business acumen. Explains the differences between business objectives, strategies & tactics and why this is important to know. Describes the business drivers and challenges facing businesses and relate those drivers and challenges to benefits you provide. It combine business etiquette with business acumen to enhance your behavior and communications skills.

Session 3 – Applied Business Acumen

The third session provides case studies for Sales Professionals to practice applying their business acumen in scenario based sessions

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Business Acumen For Sales Professionals



COURSE BENEFITS

Business Acumen for Sales Professionals examines the key financial and business principles and components which effect business performance.

It helps Sales Professionals understand financial statements, key liquidity and efficiency ratios and the positive impact their products and services have on those ratios.

This course also gives Sales Professionals C-Level conversation practice which differentiates them with financial and business acumen.

COURSE DESCRIPTION

C-Level Executives have a keen understanding of what it takes for a business to make money. They combine two key principles of finance; interpreting the numbers in financial statements, and business; implementing objectives, strategies & tactics to positively impact those numbers. Business acumen for sales professionals involves qualifying and presenting a solution to C-Level Executives which provide a positive financial impact to the business objectives, strategies and tactics. This course examines the key financial and business principles and components which effect business performance. Finance principles helps sales professionals understand financial statements, key liquidity and efficiency ratios and the positive impact their products and services have on those ratios. Business principles helps sales professionals learn business definitions, objectives, strategies and tactics, drivers and challenges along with combining business acumen with business etiquette. This course also gives sales professionals practice with C-Level conversations which differentiates them with financial and business acumen.

Which has more positive impact to profit margin, cutting costs by 5% or increasing sales by 5%?

COURSE OBJECTIVES

After completing this course Sales Professionals will be able to analyze four strategies companies use to create shareholder value. Interpret the five key areas in financial statements which measure CEO effectiveness. Manipulate financial statement operating items which impact liquidity and operating efficiency ratios for a business. Examine business definitions and concepts related to business acumen. Explain the differences between business objectives, strategies & tactics and why this is important to know. Describe the business drivers and challenges facing businesses and relate those drivers and challenges to benefits you provide. Combine business etiquette with business acumen to enhance your behavior and communications skills. Practice identifying customer needs using case study scenarios and apply the principles learned in scenario based case studies advising CxO's on the business and financial impact of their solutions.

Business acumen is knowing how to positively impact the numbers