

Essentials in 3 hours



VIRTUAL CLASSROOM

- **Three visuals: the trainer on video, the presentation, and a virtual paperboard**
- **Interactive quiz**
- **Maximum 6 participants**

WHO SHOULD ATTEND?

Anyone who wants to acquire the key principles of this financial topic

***Prerequisites:** these trainings require basic finance and controlling skills.*

***Equipment:** a computer with a good internet access, and a camera. The training booklets and the link to the virtual classroom are available one day prior to the training delivery date.*

INSTRUCTIONAL APPROACH AND LEARNING ASSESSMENT

- **During the session:** presentation of the main principles, practical implications and real-life illustrations drawn from recent publications. Numerous case studies and interactive quizzes ensure knowledge acquisition.
- **After the session:** the trainer is available to answer any follow-up questions participants may have.

**PRICE (EXCL. VAT)
FOR A 3-HOUR
TRAINING COURSE:**

660 €

■ ANALYSIS OF SALES VARIANCES BY ORIGIN (BRIDGE)

OBJECTIVES

- › Know the factors influencing sales variations
- › Know how to analyze variations in sales versus the previous period (or versus forecasts) by cause
- › Master the underlying calculations and adopt a rigorous approach
- › Be able to interpret and draw conclusions from this analysis

DETAILED CONTENT

- › **Sales variance analysis. What for?**
- › **Identify the root causes of changes (and how these causes can be drivers to growth)**
- › **Breakdown and measure the main impacts:** scope, forex, price, churn, volume, mix, and cross effects
- › **3-step approach: measure, analyze and plan action**
- › **Draw impactful graphs**

DATES: 09/02/24 - 09h-12h ■ 22/04/24 - 09h-12h ■ 05/06/24 - 09h-12h
04/09/24 - 09h-12h ■ 18/11/24 - 09h-12h