

Finance for sales managers

Optimizing prices and margins

NEW

WHO SHOULD ATTEND?

Sales and Marketing Managers – Project Managers
– Finance and non-finance Managers who want to better understand the economic side of sales.

Prerequisites: *this training does not require any particular prior knowledge.*

OBJECTIVES

- › Clarify financial expectations and how sales performance is measured through indicators
- › Improve communication and collaboration between Sales and Financial teams
- › Master advanced price-setting and price evolution techniques
- › Know how to analyze and explain variation in sales (versus previous year or forecast)
- › Increase Sales ownership of margin and cash optimization levers

WHY SHOULD YOU ATTEND?

- › Managing sales constitutes a major objective for any company: it permits an increase in profitability and cash generation.

This training gives sales managers the best practices to contribute to this objective in connection with their day-to-day activities.

DETAILED CONTENT

- › **Understanding the link between business model and financial cycle**
 - How the financial cycle mirrors the business model
 - Company expectations in terms of growth, return and cash generation
- › **Building your revenue model**
 - Value proposition and revenue-generating flows
 - Approaches to setting prices – value-based pricing
 - Revenue recognition in the P&L
- › **Understanding your cost model**
 - Overall approach to management accounting and cost allocation
 - Margin on variable costs and breakeven
 - Cost structure, fixed costs, volume sensitivity and operating lever
 - How distribution channels and customer relationship impact the cost structure
- › **Driving business with existing customers**
 - Sales and margin variance analysis (volume, churn, pricing, mix, forex)
 - Sales price indexation – inflation passthrough - exchange rate impacts
- › **Managing growth and new business acquisition**
 - Growth modeling – Attrition – Customer acquisition cost – Customer lifetime value
 - Sales & marketing effort versus growth
- › **Achieving cash generation**
 - Sales lever on working capital optimization
 - O2C (Order to cash) cycle and acceleration
 - Managing overdues and customer failure

INSTRUCTIONAL APPROACH AND LEARNING ASSESSMENT

- **Prior to the session:** educational videos and self-assessment quizzes
- **During the session:** alternation of theoretical developments, illustrations and practical cases. A real transposition work in the case of the participants is proposed. At each step in the training, participants are involved in a self-assessment of their job practices using a matrix and define their own roadmap towards best practices.
- **After the session:** the trainer is available by e-mail to answer any follow-up questions participants may have.

DURATION: 2 DAYS

DATES*: 26-27/03/24
24-25/06/24
02-03/10/24
05-06/12/24

PRICE EXCL. VAT: 1 860 €

(* Delivery method: face-to-face, subject to change according to your requests and/or health conditions.

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