

Go Beyond Daily Numbers - Business Finance for Senior Sales Leaders

Background:

Senior Sales staff is the managing arm of the most important top line in the business organizations. However, it is witnessed that the senior sales staff who have come from the field quite often struggle to explain their story to their immediate seniors or board members in impactful financial numbers through which the final result of any business is measured. This has resulted in ineffective or less effective performance of senior sales staff towards the final business goal and very few people from the sales fraternity are ending up in board rooms.

Objective:

The key objective of the program is to make senior sales leaders versed with business financial language, financial calculations, reports and interpretation of key ratios for decisions and finally all their importance in order for them to work with a much broader understanding of final business goals, move up in the corporate ladder and contribute to the organization.

Program Outcome:

- Participants will gain familiarity with the financial language
- They will become masters in pricing process
- All will learn how to prepare and interpret a basic Profit or Loss Statement
- Participants will be able to utilize the Break Even Analysis for business decisions
- Their understanding on the Balance sheet and Cash Flow Statement will be improved
- They will be able to calculate key financial measures and interpret them in line with business
- All will become knowledgeable on Interest Rates and Exchange Rates with their financial implications

Target Audience:

- Area Sales Managers and Senior Sales Executives
- Assistant Brand and Marketing Managers
- Sales, Brand and Marketing Managers and General Managers of Sales and Marketing

Methodology:

By Presentation
Q&As throughout the Session
Individual Assignments
Illustrative Calculations

Duration:

From 08.30 to 16.30 hours

Investment

Rs. 7,500 per person All Inclusive.
Three and above participants - 5% discount
Five and above participants -10% discount



Program Contents:

- Financial Terms
- Pricing Chain
- Profit or Loss
- Break Even Analysis
- Key Financial Reports
- Key Financial Measures
- Interest / Exchange Rates
- Distributor Financial Review

Resource Person



Mr. Ajith Perera

MBA (Sri J.), FCA,
B Sc (Mgt) Hons, ASCMA,
SAT, FCAA

Over 20 years of hands on experience in multiple disciplines such as Accounting, Administration, Finance, Logistics, Legal Actions, Sales, Marketing and Business Strategy in three diverse industries namely Automobile, Pharmaceutical and FMCG in three prestigious organizations of Sri Lanka. He is backed by very strong academic and Professional qualifications in Finance & Management. Currently he has ventured in to his own businesses.

Date

18th May 2018

Venue

Postgraduate Institute of Management,
Lesley Ranagala Mawatha, Colombo 8

Contact Information

VIDVAAN Consultants
www.vidvaanconsultants.com
infor@vidvaanconsultants.com

Linton Fernando - 0712306999, linton@vidvaanconsultants.com
Ajith Perera - 0777872846, ajith@vidvaanconsultants.com
Champal de Costa - 0772916738, champal@vidvaanconsultants.com