



## Business Finance for Sales Executives

---

Credibility with business clients is an essential ingredient of success for any sales executive. Our research reveals that many potential buyers are frustrated by salespeople who do not understand the intricacies of running a business.

---

The aim of this one- day programme is to equip salespeople with an insight into the financial workings of a business.

We give sales people the confidence to discuss business finance in a way that enhances their credibility with business clients. The programme is interactive and fun giving delegates an overview of profit & loss, the balance sheet and cash flow forecasting. Learning is enriched by working through scenarios that involve getting underneath the headline data contained within the key business financial controls and using this insight to build a greater understanding of the challenges involved in running a SME.

### You will learn:

- Financial awareness:why is it important?
- Commercial awareness
- The profit & loss account
- The balance sheet
- Cash flow forecasting
- Business turnaround exercise

### Who should attend?

- Sales Executives
- Sales Managers
- Non financial business people needing to get a basic appreciation of business finance

---

Here are just a few comments from our delighted clients:

**YELL** “..produced the best ever set of results in the history of Yell.”

**NHS** “Lammore met the specification and programme outcomes perfectly. Absolutely brilliant!”

**GOOGLE** “..an outstanding training experience.”

**OPODO** “..training content very relevant and focused for delivering benefits in my role.”

---

TELEPHONE  
0800 0436 599

ADDRESS  
Home Farm, Staplehurst road, Marden, Kent TN12 9BU

LAMMORE CONSULTING LTD



## Business Finance for Sales Executives cont

### Here are three great reasons for attending the Business Finance for Sales Executives programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

**Inspire:** Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

**Entertain:** We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

**Make a Difference:** A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage 'Action Learning' events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

**MASTERFOODS** “..more original and energising than any management book..”

**AUTOTRADER** “..fun style of training..coupled with in depth knowledge..”

“ an outstanding training experience ”  
google

# CALL US NOW 0800 043 6599

INSPIRED TRAINING

WEB  
[www.lammore.com](http://www.lammore.com)