FINANCIAL ANALYSIS FOR SALES EXECUTIVES
Turning Knowledge into Profits

As a sales executive, it's not enough to know how to “sell.” You need to sell "smart" to ensure that top line growth translates into bottom line profits. This requires a foundation in financial analysis—how to calculate the true cost of goods and services, budget and forecast, and most importantly, read a financial statement. Understanding these important financial principles will help you and your team drive greater profitability, maximize shareholder return, and leverage your and your customer’s business to outsell the competition.

Format
Taught by award-winning Accounting Professor Bill Mayew, this program covers:

- Mastering financial statements
- Calculating the true cost of goods and services
- Budgeting and forecasting

Learning Outcomes
This three-day workshop will bolster your financial competencies by helping you:

- Read and understand financial statements to identify profit drivers
- Use financial statements to dissect a customer’s financial health and assess their credit quality
- Define and determine the true cost of goods or services
- Identify and account for relevant costs, including overhead, when adjusting a mix of products and services
- Forecast division finances with a comprehensive treatment of costs and expenses beyond inventory
- Understand key deviations from forecasts and assess the impact of potential changes to business processes
- Design control systems and incentives that align objectives with profitability

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