



## Commercial Finance for Sales & Marketing Professionals

2 Days (for dates see [www.financetalking.com](http://www.financetalking.com))

### SUMMARY

This two-day workshop is ideal for sales and marketing professionals who would like to be more financially skilled. Starting from scratch, you'll understand the key financial concepts that are of crucial importance in the boardroom. And we break these concepts down to see what they mean for you in your role. We cover the big picture; how accountants think; how the numbers help you understand performance; budgeting and forecasting; and investment appraisal - everything you need to know to make better business decisions.

### OUTCOMES

- Appreciate the big picture - the impact of economics, how strategy is set and the impact on forecasting
- Understand key corporate finance concepts such as ROI, the value of brands and marketing investment
- Contribute effectively to price and volume decisions
- Understand balance sheets and income statements and use them confidently
- Contribute effectively to budgets and forecasts and be able to evaluate investment proposals using concepts such as NPV and IRR
- Be able to speak the language of the boardroom and communicate more effectively with finance professionals



## WHAT'S INCLUDED

- Breakfast, lunch and snacks throughout the day at one of wallacespace's lovely venues
- A folder containing all your course materials
- A copy of our printed financial glossary
- Briefing papers, online courses and quizzes available after your course via a virtual classroom
- Access to our tutors by phone or email should you have any questions after your course

After the course, you will have access for 4 months to the following eLearning courses which will help you consolidate your knowledge:

- The Basics of Business Finance
- Understanding Shareholder Value
- Budgeting & Forecasting
- Investment Appraisal
- How to Analyse a Company

## WHAT YOU WILL LEARN

### The Big Picture

- Capital markets and funding overview
- Models for analysing industries and products
- Strategic plans – getting involved

### Corporate Finance Essentials

- Shareholder value - what it really means
- Cost of capital and introduction to ROI
- Valuation overview and the value of brands
- Essentials of business maths

### Investment Appraisal

- Concepts, definitions, building models
- Payback periods
- Net Present Values & IRRs
- Making the business case
- Case study: Evaluating marketing investment

### Accounting Essentials

- Accounting concepts, principles, terminology
- How the financial statements fit together
- Key concepts and how accountants think
- When are sales and costs included?
- Accruals, prepayments, depreciation, capex, capital vs revenue costs
- Treatment of marketing and brands
- The impact of price and volume

### Balance Sheet

- Tangible assets, intangible assets, goodwill
- Assessing customers/suppliers
- The working capital cycle
- Asset utilisation measures (DSO etc)
- Customer terms and impact on cash flow

### Profitability

- Income statement definitions
- EBITDA and other P&L jargon
- Analysing profits
- How profits convert to cash
- Pricing products and services

### Financial Planning

- Budgets - definitions, examples, difficulties
- Forecasting
- Cost types and behaviours
- Variances, phasing & month end issues
- Reviewing typical reports

### Financial Analysis

- Return on investment and other key performance indicators
- How financial and non-financial metrics fit together, benefits of a balanced scorecard
- Comparing performance - tips and pitfalls

### Summary and conclusion & how to continue learning

## HOW YOU WILL LEARN

You'll play our accounting board game - a powerful tool for learning how the financial statements fit together; and you'll experience interactive exercises and quizzes that simulate real life scenarios, such as budget reviews.

We encourage you to bring examples from your own company, which will bring the learning to life.

You will take away practical skills that you can put into practice back at work that will ensure long-lasting learning.

## COURSE FEE

£1,390 + VAT

