

Selling through finance

2 day course

Can you understand value for money and build a business case?

What is the course?

- a practical workshop for anyone who would like better to understand financial statements or who needs to develop a persuasive business case, either for internal use or to convince their client's Chief Financial Officer
- suitable for sales people, account managers, sales managers, contract specialists or financial analysts
- can be a 'one-off' introductory course or a refresher
- comprises: classroom tuition, practical case studies and individual coaching.

What are its objectives?

On completion of the course, participants will:

- understand how business events are represented within the organisation's financial system
- appreciate the logical interrelation ship between the main financial statements
- know how to assemble, present and interpret a business case.

What topics are covered?

- the rules, postulates, assumptions and conventions of accounting
- assets and liabilities; the balance sheet equation
- profit, expense, depreciation and inventory
- sources and applications; the general ledger
- the business window
- reading financial statements; business ratios
- building a business case
- evaluating business cases.

"Finance speak was a bit of a mystery to me. This was a really illuminating experience" (Account Manager, VISA International)

For more information call Oroza Ltd. 01276 300101 or email skills@oroza.com or visit www.oroza.com
