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Being commercial

- what is commercial acumen?
 - investor expectations
 - strategic context
 - business planning
 - financial intelligence
 - contract essentials

Financial intelligence

- eight key financial ratios
 - cash and profit
- budgets, cash flow and forecasting
- the effects of price increases and discounting on the bottom-line

The pipeline

- the sales pipeline
 - business mix
- financial and non-financial data
 - push/pull; the balanced business scorecard
 - selling value

Managing for value

- creating shareholder value
 - cost and service delivery
- value for money and the total cost of ownership.

Commercial Acumen

Business Skills

In today's competitive business climate, commercial responsibility spreads deeper and wider within organisations.

This intensive two-day programme will provide a thorough grounding in how to assess the potential risks and exploit the commercial opportunities that will drive your business success.

The programme builds greater awareness of the financial and non-financial impact of business actions and decisions. The payback is immediate as participants can apply the insights gained as soon as they return to work.

Benefits

By the end of this programme you will be able to:

- understand the cost and value drivers of your business or business area
- take action that will improve cash flow and profit performance
- manage the sales pipeline by monitoring activity, skills and targeting
- analyse financial performance and use key ratios to make sound business decisions
- manage your business in a way that will optimise shareholder value.

Approach

A mix of case studies, exercises and group facilitation. Intensive and pacy, a lot of ground is covered but the approach is flexible enough to meet the specific needs of participants.

Who should attend?

Directors, managers, buyers, account managers and sales people, commercial and contracts managers, project managers. Anyone with the need to improve financial performance and commercial awareness.

Programme information

Duration: Two days

Price: £725 (excluding VAT)

Dates and locations:

1st - 2nd April 2008 • Midlands


25th - 26th November 2008 • London

27th - 28th January 2009 • Surrey

For further details please call

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Ross James,
Central Office of Information