

Selling through finance

2 day programme

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

What is the programme?

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

What are its objectives?

On completion, participants will:

- understand how business events are represented within the organisation's financial system
- appreciate the logical interrelationships 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 invent
- sources and applications; the general ledger
- the business window
- reading financial statements; business ratios
- building a business case
- evaluating a business case.

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

For information call Oroza Limited: +44 (0)1276 300101 email: skills@oroza.com or visit www.oroza.com

Oroza Limited

Oak Park, Alton Lane, Four Marks, Alton, Hants, GU34 5AL