



Financially Strategic Selling (FSS)

Audience:

This course is for sales professionals who sell to executive decision makers.

Objectives:

Financially Strategic Selling is designed to make your sales professionals literate in the strategic and financial issues that are on the minds of your customers. Participants learn tools to analyze how a customer's business is performing and show them financial justifications for how your products and services improve performance.

Takeaways:

This two day course teaches core financial principles and measures in a highly interactive format. Games, simulations, and activities are tailored to your company to create learning that is applicable and relevant. Participants will learn to read and analyze financial statements, and complete a trend analysis of the key measures that drive performance objectives.

"The Financially Strategic Selling training accomplishes two major objectives for our sales force. First, it drives home the fundamentals of basic financial understanding by emphasizing the impact on financial results. Second, we take that financial knowledge and apply it to the specific goals that our clients have. It enables us to work with our customers to find ways they can improve their results."

Charlie Young, VP of Sale
ABB North America, Process Automation

Key Learning Points:

Financial Literacy

Principles of business success
Read and analyze (customer's) financial statements to determine performance of critical financial measures
Three bottom lines --operating cash flow, net profit, and return on capital
Key performance indicators
Decision making --what concerns a decision maker

Company Alignment

Process map --how your company makes money
Go to market strategy --how you get business
Business case --your value to a customer (beyond features and benefits)
Define the financial metrics that your products and services will improve for customers

Adding Value

Value creation
The mind of the customer
Customer value perception
Discover customer's financial strengths and pain points
Learn to calculate free cash flow to see if your customer has money to spend
Demonstrate how your products /services improve your customer's financial performance
Define the financial metrics that your products and services will improve for customers



For more information call
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