

FINANCIAL ACUMEN

FOR MARKETING & SALES PERSONNEL

A Three Day Programme

DAY ONE

Session 1: Revisiting Basic Concepts

Basic concepts in financial management and introduction to financial statements.

Session 2: Understanding Financial Statements

In this session the structure and contents of the Profit & Loss A/c and the Balance Sheet and the relevance of different items contained therein are explained.

The first two sessions are intended to lay the foundation and would be generic in nature.

Session 3: Profitability Management & Cash Flow Management

Two fundamental rules of good finance management, which, if followed, can help organisations avoid a host of finance mis-management related problems, are explained in this session. These rules have universal applicability and are not industry specific.

Session 4: Profitability Management & Cash Flow Management

DAY TWO

Session 5: Marginal Costing Principles

The session helps participants to work out Break-even Points for their businesses/ projects, set targets for achieving sales, determine pricing policy, take marketing related decisions, understand the impact on profitability of decisions pertaining to credit given to customers, discounts offered etc.

Session 6: Case Studies on Application of Marginal Costing Principles

Session 7: Leverage Analysis

How fixed cost assets or funds can be used to magnify returns to owners is explained in this session. Also covered is the impact of borrowing on profitability, how to maximise profitability by using leverages to one's advantage and the use of leverage analysis to understand how safe/risky an organisation is.

Session 8: Ratio Analysis

Ratio Analysis is also a powerful control tool and helps in inter- and intra-company analysis and also in ensuring that the organisation is performing within industry norms, and if not, the steps to be taken for it to do so.

DAY THREE

Session 9: Case Studies on Ratio Analysis

Session 10: Cash Flow Statements and the importance of Cash Management during times of uncertainty: Profit does not mean money. Even profitable businesses can be terribly short of cash and can get into serious trouble if the cash flow cannot be effectively managed. In this session we will discuss the structure and components of a Cash Flow Statement and its importance.

Session 11: Budgeting with particular emphasis on Cash Budgets and Sales Budgets

Session 12: Reading of Funds Flow Statements

How to read Funds Flow Statements to get an insight into the happenings within an organisation, understand where the money has gone and whether it has been put to right use.

Methodology

The programme will be practice oriented and shall comprise lectures, group discussions, case studies, etc.

Programme Faculty: Dr Anil Lamba

Bestselling author, financial literacy activist, and an international corporate trainer, Dr Anil Lamba is a practising Chartered Accountant and holds degrees in Commerce, Law and a Doctorate in Taxation.

Dr Lamba's training programmes are held internationally, with a client list exceeding 2000 large and medium-sized corporations spread across several countries including India, the USA, and in Europe, the Middle-East and the Far-East.

His latest books, '**Romancing the Balance Sheet**', '**Flirting with Stocks**', '**Eye on the Bottom Line**' and '**Financial Affairs of the Common Man**' are making waves