

Finance for Sales Managers

Workshop Purpose:

This workshop aims to introduce the knowledge and skills needed to calculate profitability and to assess customer creditworthiness with the view to formalising the terms of trade with the customer.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Be able to calculate profitability ratios for sales-related decisions
- Know how to set a sales budget
- Understand how to manage a sales budget
- Understand bonus systems for sales team members
- Understand how to assess creditworthiness of customers in order to set a credit limit for the customer

Who should attend:

Any person required to understand the financial requirements in sales management.

Duration:

3-day workshop

For a minimum of 8 to a *maximum of 16* participants.

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