

Sales & Economics

How sales choices influence business profitability

Targets:

How to control the economic-financial aspects of each business, and to evaluate all the direct and indirect costs of a project. How to be able to simulate the different scenarios related to real sales.

We will deal with margins per customer and per project, in order to focus on the most effective commercial efforts.

Beneficiaries: Sales reps, Key Account Manager, Area Heads

Program:

- The sales process: economic and financial aspects
- How the sales levers impact on the Profit and Loss Account
- The Business Life
- Economic, Financial and Patrimonial Elements
- When a company goes bankrupt
- Fixed and Variable Costs
- The gross profit margin
- The Break Even Point
- Impact of discount or price increase on the gross profit margin
- Reading the Profit and Loss Account
- The Balance Sheet and the Balance Indexes
- Analysis of the profitability by customer / project
- Evaluation of a project or an investment: main indicators (Payback Period, VAN and TIR)

During the seminar, participants will take part in individual and group exercises and simulations