

Commercial Sales *(Financial)*

The ***Kaizen Commercial Sales Skills*** course is a one day interactive session that will give participants the confidence and knowledge to understand simple key financial terms that will assist with their daily interaction with customers and business generally.

Throughout this course participants will participate in workbook activities which they can then use to remind and refresh their knowledge during practical field discussions.

Learning Outcomes

At the end of the ***Kaizen Commercial Sales Skills*** course you will be able to:

- Understand the importance of where revenue comes from and why?
- Calculate Gross Margin using a consistent and methodical approach.
- Have an appreciation of what authority they have when negotiating with customers.
- Understand how advertising subsidy's work and what alternatives they have to providing their customers with these subsidies.
- Understand and then identify the difference between Mark Up and Gross Margin.
- Calculate Gross Profit using a consistent and methodical approach.
- Appreciate the cost involved in a sales call and why they need to be effective in the market.
- Have an appreciation of why financial information can assist with selling against their competitors.
- Have a solid knowledge of the impact discounting can have on revenue and profit and be in a position to determine how much more product needs to be sold to balance discount given.
- Determine the relationship between profit and turnover.
- Have a basic understanding of inventory and stock turn analysis, including SLOB.
- Be able to calculate simple DIFOT information from a number of different perspectives
- Have general knowledge of Investment Buying from a promotional perspective.