

The sales force and the cash

Train your sales force to cash so that they are no longer afraid to deal with it during their meetings.

TRAINING OBJECTIVES

To master the keys of the financial principles and to know how to use them during commercial contacts and negotiation.

SCHEDULE

Introduction :

- The training goals
- The explanation of cash vocabulary
- The balance sheet, the profit and loss, the cash forecast
- The levers for cash improvement (customer cycle from order to cash)
- Why is the sales force involved ?

The stakes for your company :

- Margin stakes (reduce losses, retaining customers, less costs)
- Cash stakes (increase of cash)
- Practical examples

The financial elements of the commercial negotiation :

- Documents and informations to be asked to the customer
- The general selling conditions
- The legal framework (la Loi de Modernisation de l'Economie)
- The payment terms (down payment, 30 days, ...) : how to negotiate ?
- The payment tools: what are they, what to avoid, how to negotiate ?

The customer follow-up organisation :

- The customer credit : why a credit limit ?, the sales representative's part
- The recovery : its organisation, why is it important for the sales representative ?
- The disputes: why is it important not to ignore them, how to deal with them ?

SKILLS TARGETED

- To understand and master the cash vocabulary
- To know the various cash levers
- To be able to negotiate the key financial elements linked to the sale
- To know how to help the accounting / finance in their relations to customers

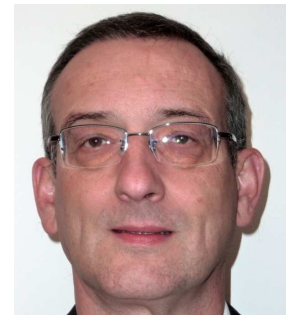


REF: TR002

DURATION:

1 day

TRAINER:



Michel Pivot

Chief Financial Officer,
Specialized in cash optimisation for businesses

TARGETED PUBLIC:

- Management
- Sales force
- Management team

CONDITIONS:

- No previous knowledge necessary

DAF Evolution SARL with a capital of 5 000€

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