

### Improve your financial understanding to drive more profitable sales

- Understand the financial viability of prospective customers before investing time and resources into the sales process.
- Understand your customer's financial objectives and how your product or service helps them achieve this
- Use the right terminology to sell higher value deals to senior stakeholders by justifying the financial benefits

Understanding financial information doesn't need to be daunting, however understanding the basics can really help at each stage of the sales process.

Understanding key terminology and key financial data is essential for driving more profitable sales. It also helps you to protect your account from competitors and add value by providing your customers with the tools to financially justify investment in your product or service to their stakeholders.

TACK's Finance for Sales Professionals course uses TACK's PRO-PAYBACK process, highlighting the financial impacts at each stage and helping you to understand how to leverage financial information to create profitable sales opportunities and close the sale.

**For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).**



**Interactive and Practical Training Course**

**Available in-person or virtually**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Sales professionals at all levels who want to drive more profitable sales or want to speak the language of procurement and finance to secure new business.

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Prioritise prospective customers based on their financial viability
- Understand the customer's business model and therefore what financial benefits they desire and how your product or service can help
- Understand from the accounts how the customer will prefer to pay, or need to pay – for example if you're selling capital equipment, what are the considerations for the customer; how can you make your offering more financially appealing than your competitor's?
- Add value for your customer contact by helping them to financially justify expenditure and investments to their senior stakeholders
- Sell bigger solutions to 'the board'