

Managing Financial Performance

Seminar Outline

► Objectives:

Participants completing this course will understand:

- Tools and techniques of financial management to maximize profits and cash flow with less risk.
- Stresses practical applications and problem solving.
- Analyze actual business situations and find useful solutions to common problems.

► Who should attend:

- Business Owners
- Entrepreneurs
- Managers
- Others who affect financial performance

► Structure:

This 3 days seminar. The course material provided includes all presentation materials, notes and additional handouts.

► Program outline:

The course contains the following topics:

- **Using Financial Statements As Management Tools**
 - Understand the accounting process
 - Analyzing your balance sheet and P&L
 - Identifying problems and solutions with ratios
 - Doing margin analysis & using asset management techniques
 - Analyzing financial cause and effect
 - Analyzing Industry comparison
- **Cost-Volume-Price Analysis**
 - Using break-even analysis to better control costs
 - Learning how cost patterns affect profits
 - Maximizing profit with operating leverage
 - Analyzing pricing strategies
 - Controlling business when sales slide

➤ **Profit & Cash Flow Planning**

- Using effective long and short-term planning strategies
- Projecting monthly sales, expenses and profits
- Forecasting cash needs with accuracy
- Managing cash flow with a cash budget
- Understanding the differences between profit and cash flow
- Learning how growth affects cash flow and profits

➤ **Financial Forecasting**

- Controlling your business growth
- Projecting the asset needs of a growing firm
- Identifying your sustainable growth rate
- Forecasting the "Financing Gap" created by growth

➤ **Getting Money From A Bank**

- Proper debt structuring for your business
- Understanding the loan approval process
- Negotiating better rates and terms
- What bankers look for in a loan request
- Absolute Dos and Don'ts