



Business Acumen

Business Acumen is defined as: Having quickness, accuracy, and keenness of judgment or insight regarding business matters.

Whether you want to get resources for an internal project, are readying to execute an executive level strategy with a major client, or are preparing an operating budget, your ability to understand and communicate in financial terms is critical. Finance is the language of business your literacy in this area is an essential element of business *acumen*.

Target group

Early to mid-career sales professionals

Topics

- ⇒ What is business acumen?
- ⇒ How does business acumen impact your career?
- ⇒ What are the basic functions of a business organization?
- ⇒ What are the financial basics?
- ⇒ How to read and analyze financials?
- ⇒ Why use balance sheets and income statements?
- ⇒ What are the typical key ratios?
- ⇒ Why are there so many corporate structures?
- ⇒ How to understand reporting relationships?
- ⇒ How to gain information and conduct basic research?
- ⇒ How to build and defend a “business case”?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module includes Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

2 days

Course objectives

After this training course, you will be able to:

- ⇒ Link business priorities and projects to financial objectives
- ⇒ Understand reporting relationships and operational responsibilities
- ⇒ Build a business case and economic argument

Follow up courses

Leading Virtual Teams, Value Messaging, Sales Execution, Executive Level Selling