



SALES TECHNIQUES BASED ON FINANCIAL STATEMENTS

- Analysis of financial statements
- Detecting of customer's asset conversion cycle
- Determination of customer's needs
- Need for finance (short or long term)
- Detection of risks from financial statements
- Valide techniques for preparing loan allocation file
- Determination of need for loan and structuring of loan
 - Short term loan requirement
 - Long term loan requirement
 - Structuring of loan according to collateral
- Sales opportunities : Finding of product from financial statements
 - Credit
 - Deposit
 - Cash flow
 - Foreign trade
 - Insurance
- Risk reducing and hedging products
- Market Dynamics and sales processes
- New sales approaches
- Desire and focus
- Threats to success in sales
- Qualifications of sales personnel expected by customers
- Closing of sale

Duration : 2 days