

Finance for Sales Teams™

A business simulation that helps sales professionals understand the financial impact of commercial decisions and strengthen their business acumen.



Have you ever seen a sales decision that looked successful on paper, only to discover later that profitability, cash flow or overall business performance told a different story? Revenue is important, but sustainable business results depend on a much broader set of factors than sales volume alone.

Finance for Sales Teams™ is an interactive, board-based business simulation that helps participants understand how commercial decisions influence financial performance. The simulation connects sales activity with the broader business context, helping participants understand profitability, resource allocation, cash flow and the trade-offs that influence long-term business success.

Finance for Sales Teams TM

• Who is it for?

- Sales professionals and account managers
- Sales leaders and commercial managers
- Key account and business development teams
- Customer-facing professionals involved in commercial decision-making
- Organisations looking to strengthen business and financial acumen across commercial functions

• What will you learn?

How to...

- understand the financial impact of commercial decisions beyond revenue generation
- evaluate profitability across products, customers, regions and market opportunities
- interpret key financial indicators and connect them to business performance
- balance growth, profitability, customer service and resource allocation
- make more informed commercial decisions using market and financial data

• What to expect?

- An immersive, board-based simulation where teams manage a company in a competitive market
- Practical experience linking sales decisions to profitability, cash flow and business results
- Multiple business cycles that allow participants to test strategies, analyse outcomes and adjust decisions
- Structured debriefs connecting simulation results to real business challenges
- Exposure to key concepts such as margins, profitability, working capital, return on

• How is it delivered?

FORMAT

In-class

DURATION

2 days

COHORT

Groups of 16–24
participants