

## Profits and Cash – *The Game of Business*<sup>SM</sup>

### What you will learn

The half-day interactive workshop provides real-world analysis and tools for understanding how business really works. You will learn how to create a picture of a company's financial health and performance.

### Who will benefit

- Sales Professionals
- Sales Managers
- Sales Support Employees
- Anyone interested in examining and understanding a company's financial performance and health

For more information, call **800.745.8075** or go to:  
**[www.selling-up.com](http://www.selling-up.com)**

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Now there's a quick, painless way to enhance your sales results with more insight into your customer's business. **Profits and Cash – *The Game of Business*<sup>SM</sup>** helps you understand your customers better. You learn how your customers make money and how you can impact the business issues they care most about.

Using a simple, proven tool you can to assess the health of any company in just a few minutes. Without the usual guesswork you will identify bona-fide sales opportunities, develop strategies to close more business, sell value and avoid potential risks with new and existing customers.

### No Prior Knowledge Is Required.

**Profits and Cash – *The Game of Business*<sup>SM</sup>** was designed for busy professionals who want to *earn more* by knowing more about their customer's business. Learning about how a customer's business works doesn't require prior knowledge. Concepts are presented in everyday language. You learn to quickly identify, understand and use business data that helps you assess the health and future prospects of real world companies - in real time.

The customized, half-day workshop focuses on:

- Increasing your overall understanding of business
- Developing customer sales strategies based on business facts
- Tying your value offerings directly to customer needs
- Integrating business knowledge with selling skills
- Using solid business information to present your cases internally
- Presenting yourself to your customers as a business-savvy consultant

### Unique, simple tools.

Hands-on, real world tools that have proven their value over the years make all the difference. *Quick View*<sup>SM</sup>, our *easy-to-use* business evaluation tool, lets you create an instant picture of a customer's health.

### Rely on someone you can trust – You!

**Profits and Cash – *The Game of Business*<sup>SM</sup>** may not make you a business expert, but it will increase your overall understanding of business. The tools you use will make you more confident about discussing business issues with your customers, your managers and your peers. Your customers will see you as a business-savvy sales professional who goes beyond selling and adds real value to their enterprises.