



# Financial awareness

Mercuri International

# Program overview

## Financial awareness

### Mercuri International

The learning path covers **the basics of business finance** so that any employee who does not work in the financial department of a company can grasp its essence.

By mastering the key concepts and learning how to **interpret the financial statements** (Profit & Loss Statement, Balance Sheet, and Cash Flow Statement), learners will be empowered to **drive decisions** and **support company objectives**.

Beyond building financial awareness, this path equips learners with the skills to **link solutions to the financial KPIs that matter most to customers**. Participants will learn to identify customer pain points, develop value propositions grounded in financial impact, and position their offerings as strategic drivers of business success.

## Audience

Sales managers, professionals, and Key Account Managers who want to strengthen their **financial acumen**.

This program equips participants to analyze, measure, and steer their **own business performance** and—crucially—to interpret and use **customer financial data** to create opportunities, differentiate from the competition, and strengthen relationships.

**Digital Content Duration** : 2 hours.

## Delivery format

100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with an easy-to-understand business example to link the resources together. Videos, exercises, questionnaires, podcast episodes and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.

# Content overview

1

## Introduction

- Get familiar with the key concepts in finance and discover how liquidity, capital efficiency, and profitability play a key role in maintaining the business healthy

2

## The 3 keys of finance

- Discover the 3 main features in finance (cash, assets, and operations) and how they are linked to each other, guaranteeing a properly-functioning business and helping your customer measure financial performance, identify key challenges, and make value-driven decisions

3

## The financial statements

- Keep an eye on the 3 main features of finance by learning what the financial statements are and how they are structured. Profit & Loss Statements, Balance Sheet, and Cash Flow Statement won't be a mystery anymore. They will help you make better-informed decisions and tailor your value proposition more precisely to your customer's financial reality

4

## The Profit&Loss statement

- Absorb the structure of the P&L Statement and its deeper meaning. See how a real-life example could look like and practice on the outcome you can derive from it
- Master the correct calculations to measure profitability and how to improve it

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## The balance sheet


- Learn how to assess the financial stability of a company by analyzing its balance sheet. Discover how the combination of assets, liabilities, and shareholder's equity shapes key financial ratios and explore how your solution can help improve those ratios

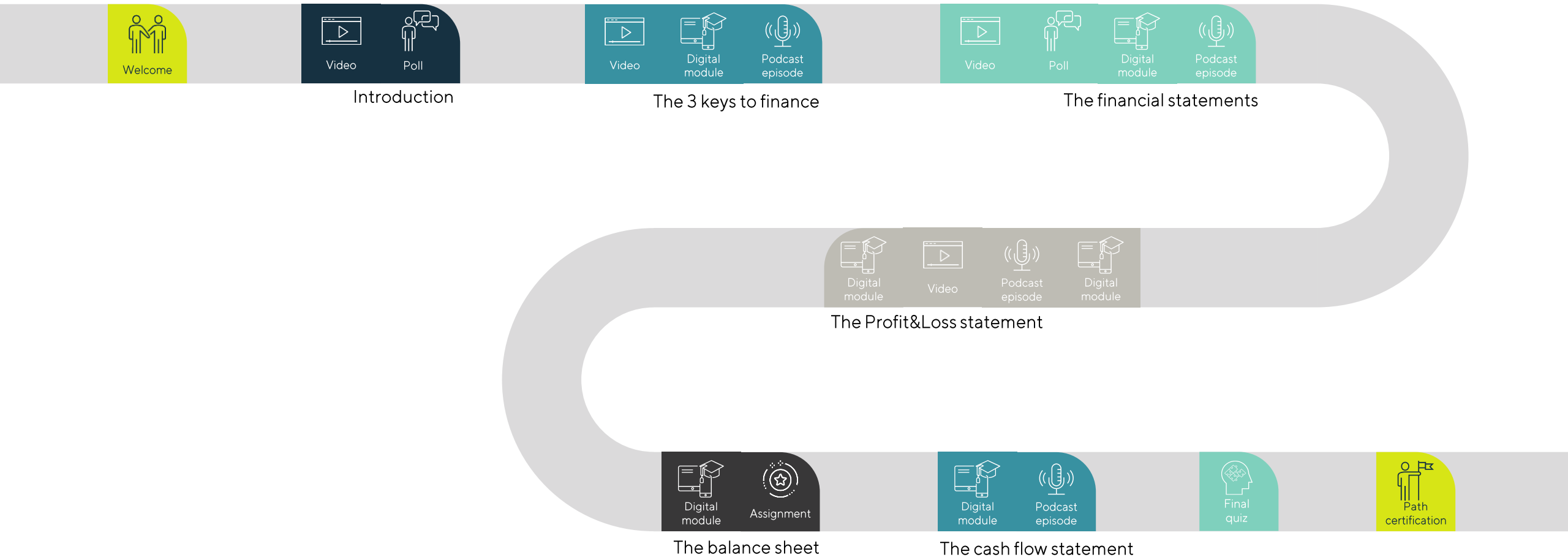
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## The cash flow statement

- Monitor the amount of cash flow from the 3 main activities of a business (operating, investing and financing) to discover some key information on a company's health and reflect on questions that lead to a financially-focused discovery conversation

# Learning path

 Also available including face-to-face or virtual sessions along the path





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Grow your people  
Grow your business