



Mercuri International

# Turn value selling into your winning move

Why top sales teams master financial fundamentals



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Which solution is more attractive? “With our solution you can save time” or “Implementing our solution will reduce your operating expenses by 2M EUR annually, improving EBITDA by 8% and freeing 1,5M EUR in working capital.” Of course, the answer is obvious. Wouldn’t it be great if salespeople could enrich their value proposition with concrete financial figures?

In today’s hyper-competitive business environment, selling is no longer just about products or features. Customers are overwhelmed with options and information. Their decisions are increasingly driven by measurable outcomes rather than technical specifications. They want to know: How will this investment impact my business, my bottom line, and my ability to achieve strategic goals?

## This is where value selling comes into play

Value selling is the art and science of positioning your solution not merely as a product, but as a solution to make the customer even more successful. In essence, your solution is a measurable driver of business results. It’s about showing tangible benefits in a way that resonates with decision-makers. Without concrete financial metrics, “value” remains an abstract promise.

Saying, “Our software will improve efficiency” or “This service can save you time” isn’t enough. Buyers don’t make decisions based on vague statements.

They respond to numbers they can trust, numbers that can be applied to their financial models, numbers that are aligned to the way they are measuring success.

In other words, salespeople must be able to translate product capabilities into measurable financial impact to earn the customer’s cheering.

## Why financial knowledge matters in value selling

To effectively sell value, sales professionals need to speak the language of business: finance. That doesn't mean becoming an accountant overnight, but it does mean understanding how company's financial statements work and how your solution can positively influence them.

Let's break it down:

### 1 Balance sheet

The balance sheet provides a snapshot of a company's financial health at a specific point in time. It outlines assets, liabilities, and equity. A salesperson who understands the balance sheet can frame their solution in terms of capital efficiency, risk reduction, or asset optimization. For example, if your solution reduces inventory requirements, you can demonstrate how it frees up working capital or decreases debt reliance.

### 2 Profit and loss statement (P&L)

The P&L statement reflects revenues, costs, and profits over a period of time. By understanding the P&L, a salesperson can quantify the impact of your solution on revenue growth or cost reduction. For instance, if your software streamlines a labour-intensive process, you can show exactly how much labour cost is saved and how it translates into EBIT or net profit improvement. Numbers like these shift conversations from "nice to have" to "mission-critical."

### 3 Cash flow statement

Cash flow is the lifeblood of any business. It shows the movement of cash in and out of the organization. Solutions that improve cash flow, accelerate receivables, or reduce expenses can be positioned in a way that resonates directly with executives. For example, you can calculate how implementing a solution will shorten the cash conversion cycle, freeing up funds for growth initiatives or debt repayment.



## The gap in sales training

Despite its importance, financial knowledge is often overlooked in sales training programs. Most organizations focus on product knowledge, objection handling, and negotiation skills. A few equip their teams to confidently discuss financial KPI's, balance sheets, P&Ls, or ROI calculations.

This gap has significant consequences. Without financial knowledge:

- Salespeople struggle to position the solution in terms of tangible business impact.
- Conversations remain abstract, often failing to engage executives or financial decision-makers.
- Deal sizes are smaller, sales cycles are longer, and competitors with more financially savvy reps win the crowd of customers.

In contrast, sales teams trained in financial knowledge can:

- Demonstrate clear ROI and total cost of ownership (TCO) or even a total profit of ownership.
- Quantify risk mitigation or efficiency gains.
- Speak confidently with CFOs, CEOs, and other senior executives.

It's about providing the right tools, frameworks, and training initiatives so they can:

- Interpret financial statements and quantify costs, savings, and ROI.
- Use the insights from these KPI's and statements to drive a financially focused discovery meeting with the client and understand how the customer is measuring success.

- Build credible business cases that resonate with executives and break away from competition.

## Steps to enhance financial competence in sales teams

To bridge the gap, organizations can adopt a structured approach:

### Foundational training

Teach the basics of balance sheets, P&L statements, and cash flow analysis as well as cause-effect chains influencing the critical KPI's.

### Apply learning

Use real case studies to calculate ROI, TCO, and payback periods.

### Integration with sales methodology

Embed financial conversations into existing value selling frameworks and ensure financially focused discovery skills and financial value proposition.

### Continuous reinforcement

Provide ongoing coaching, workshops, and tools for financial modelling.



Investing in training to ensure financial knowledge is not just an expense. It's a strategic lever for growth. By systematically building financial acumen, organizations can ensure that every salesperson is capable of translating product features into boardroom-level business outcomes.

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## Conclusion

Value selling is not just a trend. The most effective salespeople are those who can understand the crucial customer's KPI and quantify impact of their solution. That means to translate features into measurable outcomes and speak the language of finance.

Financial knowledge is the key to credibility. Numbers turn promises into proof, features into outcomes, and conversations into closed deals.

For sales leaders, the message is clear: If you want your team to sell bigger, faster, and with more confidence, you must invest in financial training initiatives. The cost of doing nothing is far higher: Missed opportunities, longer sales cycles, and lost revenue.

In the end, the question isn't whether your sales team should learn finance. It's whether your organization can afford not to.



**Marcus Redemann**  
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A close-up photograph of a hand holding a white chess king piece, poised to move it. Below it, a black chess king piece stands on a blue surface. The background is a solid blue color.

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Grow your business



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