MERCURY

Finance & Sales Synergy: Driving Profit Through Collaboration

1 – 5 November 2027
Nairobi (Kenya)



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Ref: 121210_1071445 **Date:** 1 – 5 November 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction

This Finance & Sales Synergy: Driving Profit Through Collaboration course provides an integrated framework that connects finance, sales, procurement, supply chain, and ESG disciplines to drive profitable, sustainable business performance. It equips participants with the financial fluency needed to interpret organizational data and translate it into actionable commercial decisions. It explores how to optimize sales pipelines, pricing strategies, and customer value using financial insights and integrated reporting.

The Finance & Sales Synergy: Driving Profit Through Collaboration program also highlights the increasing significance of ESG in shaping profitability, competitiveness, and long-term value creation. Through cross-functional collaboration, participants will learn to synchronize planning, forecasting, and performance management. Attendees will build alignment across departments to achieve operational efficiency and stronger financial outcomes.

Targeted Groups

This Finance & Sales Synergy: Driving Profit Through Collaboration training targets professionals seeking specialized knowledge and skills:

- Finance staff seeking more substantial commercial and sales alignment.
- Sales and account managers need financial and ESG insight.
- Procurement and supply-chain professionals aiming to improve profitability.
- Commercial leaders are responsible for pricing and performance decisions.
- ESG specialists are integrating sustainability with financial outcomes.
- Business analysts and planners support forecasting and reporting.
- Operational managers are involved in financial and commercial decision cycles.

Course Objectives

Participants will achieve the following objectives by completing the Finance & Sales Synergy: Driving Profit Through Collaboration course:

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- Strengthen understanding of core financial statements and commercial value drivers.
- Build analytical skills to interpret sales, financial, and supply-chain data.
- Enhance forecasting capability using structured models and scenario planning.
- Apply pricing strategies that capture cost, value, and market dynamics.
- Evaluate customer and product profitability using cost-to-serve insights.
- Integrate ESG factors into financial decision-making and reporting.
- Understand IFRS/IAS updates and their operational implications.
- Apply risk-based thinking to financial, ESG, and supply-chain challenges.
- Strengthen cross-functional collaboration and performance alignment.
- Develop actionable execution plans that connect strategy with financial results.

Targeted Competencies

Participants will gain the following competencies during the Finance & Sales Synergy: Driving Profit Through Collaboration program:

- Financial interpretation and commercial analysis.
- Data-driven decision making and KPI visualization.
- Forecasting accuracy and pipeline evaluation.
- Pricing strategy development and profitability assessment.
- Supply-chain and procurement cost analysis.
- ESG integration in financial and commercial contexts.
- Understanding of IFRS/IAS changes and reporting requirements.
- Risk identification and mitigation planning.
- Leadership, communication, and cross-functional coordination.

Studying Scenarios

In this Finance & Sales Synergy: Driving Profit Through Collaboration training, participants will develop their skills through the analysis of the following scenarios:

- Evaluating customer profitability across different market segments.
- Forecasting sales pipelines under variable economic and ESG conditions.
- Assessing supplier performance using financial and sustainability criteria.
- Building pricing strategies that respond to cost fluctuations.
- Designing dashboards that integrate financial, commercial, and ESG KPIs.
- Applying updated IFRS/IAS disclosures to commercial operations.
- Identifying risks in supply-chain disruptions and ESG obligations.

Course Content

Unit 1: Financial Foundations, Commercial Thinking & ESG Fundamentals

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- Financial Essentials for Cross-Functional Teams:
  - Understanding the income statement, balance sheet, and cash flow.
  - Margin analysis, cost structures, breakeven, and profitability.
  - Cost allocation and working capital concepts.
- Commercial Finance for Sales & Procurement:
  - Linking finance to customer value and supplier performance.
  - Making financially informed commercial decisions.
- ESG Fundamentals & Impact on Profitability:
  - Core ESG concepts and global trends.
  - ESG as a driver of revenue, cost, risk, and corporate value.
  - Introduction to ESG KPIs and sustainability expectations.

Unit 2: Data Analysis for Decision Making & Forecasting Excellence

- Data-Driven Decision-Making:
  - Business analytics concepts.
  - Building insights from financial, sales, and supply-chain data.
  - KPI dashboards and performance visualization.
- Sales Forecasting & Pipeline Analysis:
  - Forecasting models and techniques.
  - Improving accuracy through analytics and scenario planning.
  - ESG and supply-chain variables affecting forecast outcomes.
- Integrated Performance Reporting:
  - Balancing financial, commercial, and ESG KPIs.
  - Building comprehensive and meaningful dashboards.

Unit 3: Pricing Strategy, Cost-to-Serve & Supply-Chain Integration

- Strategic Pricing for Profitability:
  - Cost-based, value-based, and market-based pricing models.
  - Incorporating procurement and supply-chain costs.
  - ESG-related costs: carbon, ethical sourcing, compliance.
- Profitability & Cost-to-Serve Analysis:
  - Customer, product & segment profitability.
  - Margin optimisation through cross-functional insight.
  - Understanding the whole value chain of cost and profit impact.
- Procurement & Supply-Chain Essentials:
  - Supplier selection, total cost of ownership & negotiation.
  - Logistics, inventory, lead time, and financial implications.
  - Evaluating supplier ESG performance and sustainable sourcing.

Unit 4: IFRS/IAS Updates, ESG Reporting & Risk Management

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- Latest IFRS & IAS Standards:
  - Recent updates and their organisational impact.
  - Implications for sales, supply chain, and procurement operations.
  - Understanding key disclosures and compliance requirements.
- ESG Reporting & Sustainability Finance:
  - Aligning ESG KPIs with financial reporting.
  - Overview of global sustainability reporting frameworks.
  - Integrating ESG metrics into management reporting.
- Integrated Risk Management:
  - Financial, ESG, and supply-chain risk identification.
  - Scenario planning using financial and non-financial data.
  - Strategies for mitigating commercial and operational risks.

Unit 5: Leadership, Collaboration & Strategy Execution

- Cross-Functional Leadership & Collaboration:
  - Building effective communication between Finance, Sales, Procurement, and ESG.
  - Managing alignment, accountability, and shared objectives.
  - Change management for cross-functional integration.
- Incentives & Budget Alignment:
  - Designing performance incentives that align profit & sustainability.
  - Budgeting techniques incorporating financial and ESG priorities.
- Capstone Simulation Workshop:
  - Pricing and profitability plan.
  - Supply-chain and cost management considerations.
  - ESG metrics and compliance requirements.
  - Financial forecast and performance dashboard.
  - Final actionable execution roadmap.
- Collaboration & Strategy Execution Training Methodology:
  - Expert-led presentations.
  - Case studies relevant to finance, sales, supply-chain & ESG.
  - Group activities and cross-functional simulations.
  - Practical tools, templates & dashboards.
  - Real-world examples from diverse industries.

Final Insights & Key Takeaways

This course equips participants with the financial, analytical, and commercial capabilities needed to drive cross-functional profitability and sustainable business growth. It strengthens organizational alignment by integrating finance, sales, procurement, supply-chain, and ESG into a unified performance framework.