Improving the Bottom Line

A Financial Planning CD Seminar

CIPH's ***Improving the Bottom Line*** is an interactive training program that can provide all of your managers with the financial savvy to understand exactly what drives profitability for your firm.

How To Get Everybody on the Same Page

CIPH's *Improving the Bottom Line* is a true multi-media educational experience. Your key managers can take advantage of this powerful training program anytime. Highlights of the program include:

- **Computer graphics** visually display key financial concepts.
- Audio instruction explains the concepts thoroughly, tied to the exhibits displayed on screen.
- A customized notebook ensures that every participant can take personalized notes on the concepts presented.

Structure of the Program

Improving the Bottom Line comes programmed with financial results for a sample distributor. To tailor the program to your firm, individual branch or region, you simply need to enter thirteen required financial figures, a process which takes about five minutes. The program has three modules designed to address three levels of financial sophistication:

- **"Don't Know Nothing About Finance"** - An introductory course for the financial novice.
- **The Profit Drivers** - A session that outlines the specific actions necessary to improve profit performance.
- **Getting Serious About Profit** - An advanced program geared towards managers responsible for developing at least part of a financial plan.

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