

# Improving the Bottom Line: A Financial Planning Seminar on CD-ROM Sponsored By CIPH!

## Special Price: \$399

### How To Get Everybody on the Same Page

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.

Your key managers can take advantage of this training program anytime, with a true multi-media educational experience:

- **Computer graphics** visually display key financial concepts.
- **Audio instruction** through the computer explains the concepts thoroughly, tied to the exhibits displayed.
- **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 will 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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