

# Financial Statement Analysis Training

## *A Practical Approach to Understanding Your Customer's Business Through Financial Analysis*



**Credit  
Research  
Foundation**

*The Credit Research Foundation is committed to providing the business credit community with quality educational programs. In pursuing this goal, we are now offering this unique approach by Dr. Steven Isberg to customer financial analysis in his program entitled, "A Practical Approach to Understanding Your Customer's Business Through Financial Analysis".*

**Friday, November 9, 2007**

**8:00 - 8:30 Continental Breakfast / Registration**

**12:00 - 1:00 Lunch**

**8:30 - 5:00 Workshop**

**At the DoubleTree Guest Suites Charleston, SC**

*Based on the practical application of financial statement ratios, this program will augment the skills and enhance the performance of employees in all aspects of your credit and financial services organization.*

*The basis of expert credit management skills lies in an analyst's ability to understand their customers business and circumstances.*

*Dr. Steven Isberg's unique approach will give you the ability to discover the conditions of your customers as well as learn the customer strategies that are driving their financial fate.*

*Not surprisingly, we have found that employees currently entering the field of business credit management possess more formal education than ever before. Education obtained from colleges and universities, professional development programs offered by organizations such as NACM and others have provided the*

*foundation for employee growth, and are fundamental to building sound human resource capital. There is, however, a significant difference between education and training.*

*Training enables the application of the intellectual and technical skills obtained in the formal education setting. Through specialized instruction and practice, training expands and improves employee proficiency and job performance. It allows employees to stretch beyond the limits of their experience and brings a new perspective on how to approach problem-solving situations.*

***This CRF training session is geared toward credit risk analysts with at least a basic understanding of customer financial analysis. It is intermediate to advanced level.***

*In Steve's session we were able to cover four industries, including grocery and retail. We analyzed the financial statements of a dozen companies.*

*Steve's approach to adult education is very interactive. I particularly like his use of the DuPont Analysis as the starting point of the financial review. The seminar provided our Analysts with new tools and was a great refresher for the Managers.*

*Mike Durant, Director of Credit, VF Jeanswear*

***Companies have found it useful for their internal financial analysts as well.***

*Dr. Isberg has been involved with the Credit Research Foundation since 1994, most recently he has served as a Resident Research Fellow in our Columbia, MD office. In this capacity he has participated in a variety of our research projects and assumed a leading role in the popular Future Trends in Credit and AR Management. In addition, Steve has become actively involved in the daily activities of the Foundation including the design and analysis of our surveys, writing, reviewing and editing CRF publications and plays a major role in the CRF Forums. As a result of these activities, Dr. Isberg has developed a deeper understanding of business credit and the challenges faced by business credit professionals.*

*Steve did an incredible job sharing financial statement analysis theory ;and the incorporation of practical and channel specific knowledge added real value and insight to the evaluation process.*

*The agenda and content of the training will have a lasting impact on how the Pepsi Bottling Group evaluates risk models with a keener emphasis on business dynamics.*

*Mike Bevilacqua,  
Senior Group Manager A/R Operations  
The Pepsi Bottling Group*

## ***Financial Statement Analysis Training - Syllabus***

### *A Practical Approach to Understanding Your Customer's Business Through Financial Analysis*

The basis of expert credit management skills lies in an analyst's ability to understand their customer's business and circumstances. Dr. Steven Isberg's unique approach will give you the ability to discover the conditions of your customers and as well as learn the customer strategies that are driving their financial fate.

The CRF Financial Statements Analysis training program consists of three modules that will be included in the day-long format. The Modules include:

#### ***1. Critical areas of financial ratio analysis, including:***

- Profitability*
- Efficiency*
- Leverage*
- Liquidity*

#### ***2. Modeling and Completing a Diagnostic Financial Statement Analysis***

- Identifying economic conditions that affect a business*
- Understanding company strategies*
- Relating financial statement structure to company strategies*
- Conducting the financial analysis*
  - A soft copy of the Financial Statement Analysis model is provided in Excel format for use by participants*

#### ***3. Case Studies in Financial Statement Analysis***

- Analysis of financial statements for selected companies and industry groups, including:*
  - Manufacturers*
  - Retailers*
  - Distributors*
  - Service providers*
- Selections from above are **customized** to meet the group's needs.*

*Participants will receive a working financial analysis spreadsheet for their own personal use.*

*This training was both refreshing and stimulating. It contained information useful to a wide range of leaders in my group - from people relatively new to credit to seasoned veterans. Steve is clearly well-versed on this subject, and his breadth of insight into our major customers was quite impressive. In addition, his warm and open delivery style made the sessions more enjoyable.*

Rocci Primavera  
Director Corporate Credit  
Abbott Laboratories

*The Financial Analysis Training lead by Dr. Steve Isberg was very meaningful since we focused on Acushnet Company accounts.*

*The class included people with beginner level to CCE level experience. The beginners were not intimidated with the information and the advanced folks learned many new things. It was a win, win for us. I highly recommend this class.*

Sharon Nickerson  
Director, Credit Management  
Acushnet Company

### **3 Ways to Register**

On Line [Click Here](#)

Phone: 410-740-5499

Fax: 410-740-4620

