

*Webinar on*

# **Analyzing Financial Statements**

# Learning Objectives

*You will learn how to analyze: The balance sheet, income statement and statement of cash flows. You will learn how important it is for a company to generate cash flow and if they do not what the consequences could be. We will cover ratios that will tell how fast a company is getting paid as well as how fast they are paying their customers. You will see how to calculate profit margins, net income, Ebit, as well as working capital and debt ratios. You will learn about the Altman Z score and how helpful that can be in determining if an account may be suspect to bankruptcy within the next 12 months.*

This webinar you will have new tools in your toolbox to help you make those decisions and also how to write up a summary to present to management to support your findings.

**PRESENTED BY:**

*Ron Sereika has over twenty five years in credit management in the clothing, door and window manufacturing, wine and now the medical device industry. He holds a BS in Accounting and has received his certification in credit and finance from the Amos Tuck business school at Dartmouth University.*

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

# Webinar Description

If you are trying to sell to a new account, extend a loan to a corporation or individual, looking to purchase stocks or mutual funds or if you are looking to work at a new company, there is nothing better than to have audited financial statements in front of you to help you make these decisions. By viewing this webinar you will have new tools in your toolbox to help you make those decisions and also how to write up a summary to present to management to support your findings.

It is difficult to get everything you need for a credit report as most of them have outdated financial information. One of the best things you can do especially for your major customers is to get audited financial statements. Any account that you sell to that is publically traded has financial statements available on their State's SEC.GOV website. Once you have the financial statements you now have the information and tools you need to make determinations for: Do you grant them a loan, do we buy our next piece of equipment from them, and will they be around to support the product if something goes wrong? Do we sell to them and how much?



# Who Should Attend ?

*Anyone who is in a decision making a role that will need to use financial statements to assist them in their decision. The following people have attended these sessions over the past years and commented on the usefulness of it;*

*Bankers*

*Credit managers*

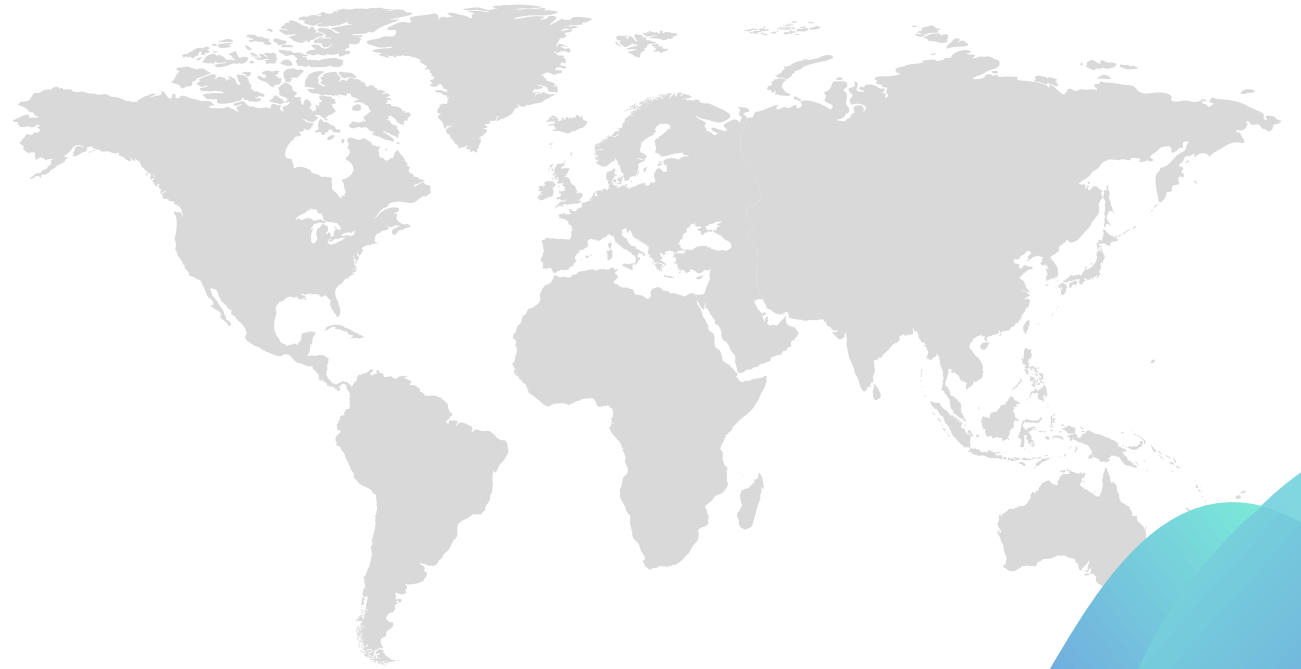
*Credit Analysts*

*People working in FP&A*

*Small business owners*

*General Managers*

*Attorneys*



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