



*Training Course:  
Mastering Commercial and Budget Excellence*

*17 - 21 February 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Mastering Commercial and Budget Excellence

Training Course code: FI235514 From: 17 - 21 February 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction:

This comprehensive training program has been meticulously crafted by Global Horizon Training Center to meet the advanced needs in commercial and budget management roles. With the ever-evolving complexities of modern business environments, professionals at this level are required to have a thorough understanding of both commercial operations and budget management. This program will equip participants with the essential tools and strategies to ensure smooth commercial activities while maintaining strict budgetary control.

Through expert-led sessions, this training will focus on a variety of key topics, including cost management, financial forecasting, contract negotiations, procurement strategies, and budget optimization. Participants will gain insights into how to balance financial discipline with the flexibility needed to drive business growth and innovation. Real-life case studies and interactive activities will provide a practical understanding, enabling participants to implement these concepts effectively in their day-to-day operations.

The program is tailored to the responsibilities of Senior Associates, who are often the bridge between operational teams and executive management. As such, the program addresses both the strategic and operational aspects of commercial and budget management. Each session has been structured to deepen participants' understanding of their critical role in driving financial success within their organizations, while also fostering cross-functional collaboration and leadership.

### Objectives:

- Enhance participants' understanding of commercial operations and budget management.
- Equip participants with advanced techniques for financial planning, forecasting, and control.
- Improve contract management and negotiation skills, with a focus on value optimization.
- Foster strategic thinking in budget allocation to balance growth and cost efficiency.
- Provide practical tools to ensure effective cost management and risk mitigation.
- Enable participants to develop actionable insights for their respective commercial and financial roles.

### Target Audience:

- Mid-level professionals responsible for managing business units or divisions.
- Commercial managers looking to improve their financial oversight and decision-making.
- Finance professionals seeking to integrate commercial strategies into budget planning.

- Senior Associates in commercial and budget management roles.
- Procurement and operations managers who collaborate closely with commercial and financial teams.
- Project managers with financial and commercial responsibilities.
- Strategic planning professionals looking to enhance their budgetary and commercial skills.

## Outlines:

### Day 1:

#### Commercial Operations and Strategic Budgeting

- Understanding the Link Between Commercial Operations and Budgeting
- The role of Senior Associates in commercial and financial alignment
- Analyzing the importance of strategic budgeting in commercial success
- Best practices for developing commercial strategies that drive financial performance

### Day 2:

#### Financial Planning and Forecasting for Commercial Success

- Advanced Financial Planning and Budget Forecasting Techniques
- Financial forecasting tools and their applications in commercial environments
- Developing actionable budgets and aligning them with business objectives
- Scenario planning and variance analysis for commercial activities

### Day 3:

#### Contract Management and Negotiation Strategies

- Optimizing Contract Terms to Maximize Commercial Value
- Understanding the financial implications of contract terms and conditions
- Advanced negotiation strategies to improve value and reduce risks
- Managing commercial relationships through effective contract management
- Simulation: Contract negotiation with a focus on budget optimization

Day 4:

Cost Management and Risk Mitigation

- Techniques for Effective Cost Management and Reducing Commercial Risks
- Identifying and managing commercial risks through financial control
- Cost optimization strategies and maintaining profitability
- Implementing control measures to ensure budget compliance

Day 5:

Driving Financial and Commercial Performance

- Balancing Growth and Financial Discipline
- Strategies for balancing budget control with business growth
- Creating financial reports that drive decision-making
- Leveraging financial data to improve commercial performance
- Final workshop: Developing a commercial and budget strategy for a real-world scenario

## Registration form on the Training Course: Mastering Commercial and Budget Excellence

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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