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* If prompted for a password, use the following password (all lower case): first-class

FA-1-1-1 Means FA **SEMESTER 1 **CLASS 1** **TOPIC 1** EXERCISE 1

WORKBOOK FOR FINANCE & ACCOUNTING SEMESTER #1 & CLASS #1 (ALSO CALLED FA-1-1***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [FA-1-1-1: HOW CAN WE BUILD A SALES FOCUSED CORPORATE CULTURE \(A TRUE MERITOCRACY\)?](#) (Most important profits driver is sales)
- 2** [FA-1-1-2: FA-1-1-2: HOW DO CFOS & HEADS OF SALES EXECUTIVES QUANTIFY & FORECAST SALES?](#) (Financial modeling of quotas)
- 3** [FA-1-1-3: HOW CAN WE ARCHITECT A MORE ADVANCED EXCEL SALES DASHBOARD \(WITHOUT CODING\)?](#) (Excel demonstration)

Please have this workbook open during the FA-1-1* lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the following password (all lower case): first-class

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in FA-1-1. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended. You can also access the unedited replay by clicking on the class video link for each class in our [MBA calendar](#) (password is in lower case as follows: first-class).

TOPIC 1 OF 3: FA-1-1-1: How Can We Build a Sales Focused Corporate Culture (a True Meritocracy)?

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

EXERCISE FA-1-1-1-1:

QUESTION 1) WHAT IS THE MOST IMPORTANT THING TO THINK ABOUT WHEN PREDICTING WHAT OUR FINANCIAL STATEMENTS WILL LOOK LIKE IN THE FUTURE?

QUESTION 2) WHAT ARE 3 OF YOUR FAVORITE WAYS TO BUILD A SALES CULTURE (ANSWERS ARE ON THE NEXT PAGE)?

1:

2:

3:

5 WAYS TO BUILD A SALES FOCUSED CULTURE:

1. MERITOCRACY = YOU EAT WHAT YOU KILL
2. REWARD AND RECOGNIZE PERFORMERS
3. ENCOURAGE TEAM WORK & MENTORING THROUGH SMALLER SHARED BONUS POOLS
4. CLEARLY DEFINE TERRITORIES AND QUOTAS.
5. HIRE SLOWLY AND FIRE QUICKLY (ESPECIALLY THOSE WITH BAD ATTITUDES OR BULLIES THAT SUPPRESS PERFORMANCE OR THOSE THAT CREATE BUREAUCRACY / POLITICS)

TOPIC 2 OF 3: FA-1-1-2: How Do CFOs & Heads Of Sales Executives Quantify & Forecast Sales?

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

TOPIC 3 OF 3: FA-1-1-3: How Can We Architect A More Advanced Excel Sales Dashboard (Without Coding)?

If you want, you can download the Excel file that Chris is talking about in this lecture and play around with it (which is the best way to learn Excel). Click here to download the Excel file: <http://harounventures.com/fa-1-1>

After class is over, if you want more help on how Chris made the 6 tabs in the aforementioned Excel spreadsheet, then please click on the buttons or text below (you can also click the buttons in the attached Excel file to see videos on how Chris made the spreadsheet). Thanks:

Click [me](#) for a tutorial on the 1st tab.



Click [me](#) for a tutorial on the 2nd tab.



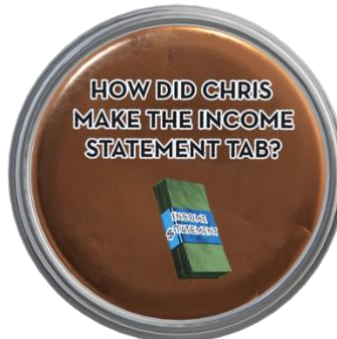
Click [me](#) for a tutorial on the 3rd tab.



Click [me](#) for a tutorial on the 4th tab.



Click [me](#) for a tutorial on the 5th tab.



Click [me](#) for a tutorial on making 3D buttons



Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(R) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (the password for the webcast is all lower case: first-class). Thanks:

RESOURCES (OPTIONAL):

Who is Tony Shark? Click on the video image below to learn more ;)



QUOTES:

"Learn from the mistakes of others. You can't live long enough to make them yourself."

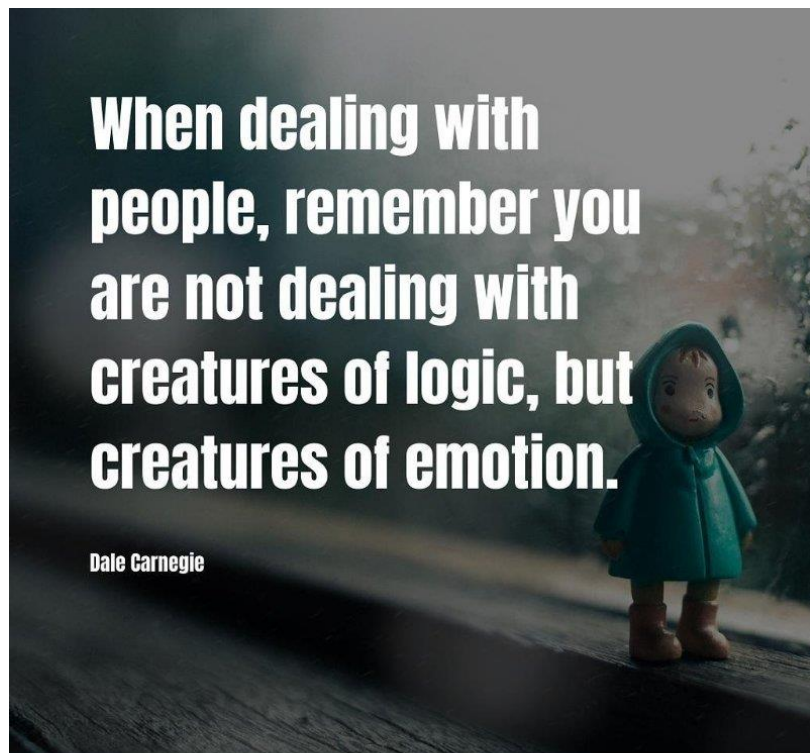
-Eleanor Roosevelt

"Don't watch the clock; do what it does. Keep going."

-Sam Levenson

"What we dwell on is who we become."

-Oprah Winfrey



HOMEWORK

After this lecture, please complete the quiz associated with this lecture at this [link](#). Thanks