



# Telephone techniques

This seminar is ideal for new Credit Controllers who want to get the complete picture. It will also be valuable to more experienced Credit Controllers and Team Leaders who lack formal training and wish to improve their knowledge and understanding.

## Course Objectives

This course provides delegates with a thorough grounding in the whole subject of Credit Control. The day enables us to discuss issues in depth where required and also to encourage group discussions.

## Course Content

The topics to be covered include:

### Essential principles

- What is credit?
- Partnership and the trading relationship
- What are our overall objectives?
- How important is our role?
- The contract and what we mean by our payment terms
- Disadvantages and advantages of the telephone

## Course Details

Duration:	Cost:	Dates:	Locations:
1 day	£325	04 March 06 July 20 October	London Birmingham Manchester

### Psychology of collections

- Selling the need to pay
- Attitudes - I'm ok, you're ok
- Behaviour - adult, parent, child
- Assertiveness - what is it?
- Personality - comfort zones
- Dealing with angry people

### Call Structure: The five stages in a good telephone call

- Preparation
- Building rapport
- Asking for the money
- Closing the call
- Follow up

### Dealing with difficult debts and excuses

- Bureaucracy
- Invoice queries and disputes
- Cash flow problems
- Evasive, don't want to pay

### Putting it in to practice with words and phrases to use or avoid.

### Negotiating a good result.

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