



# The basics of credit control

This seminar is ideal for those relatively new to the role of collecting monies from trade customers, staff who have had no formal training or those wishing to inject some new ideas into their company. The main aim is to build the Credit Controller's knowledge and skills in the key aspects of their job.

## Course Objectives

At the end of the course, delegates will be able to operate a complete collections programme with increased confidence using best practice techniques. They will take away many new ideas for immediate use.

## Course Content

The topics to be covered include:

### Purpose of Credit Control

- The importance of cash flow
- Prevention of bad debt
- Importance of customer service

### A Contract

- Offer and acceptance
- Due date explained
- Terms and conditions

### Customer Identity and Credit Assessment

- Identification of various legal entities
- Credit application form
- Making the credit decision

## Course Details

Duration:	Cost:	Dates:	Locations:
1 day	£325	28 April 05 May 11 June 08 September 22 September 22 October	Manchester Birmingham London Manchester Birmingham London

### Organising the Collection Campaign

- The monthly timetable
- Invoices
- Collection letters
- Making telephone calls

### Basic Telephone Techniques

- Speaking to the right person
- What you should be saying
- 3 different types of phone call

### Collecting Tough Debts

- Payment plans
- Dealing with queries
- Bureaucracy
- They just won't pay

### Query Management

- Capturing the information
- Getting the query resolved
- Liaising with sales

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