



# The complete credit controller

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 two days enable us to discuss issues in depth where required and also to encourage group discussions.

## Course Content

The topics to be covered include:

### DAY ONE - The Knowledge Required

#### Credit Management in the Business

- What is credit and why do we need to give it?
- Maximising profitable sales
- Cash flow
- Protection against bad debts
- Better customer relations
- Encouraging teamwork with the salesforce
- Plan the company's credit policy

#### Essential Elements of a Contract

- Offer and acceptance
- Whose terms apply?

#### Terms and Conditions of Trade

- Payment terms - what do they mean?
- Interest on overdue accounts
- Retention of title

#### Customer Identity and Trading Names

- Public limited company

Duration:	Cost:	Dates:	Locations:
2 days	£555	08-09 May 22-23 May 12-13 June 17-18 July 09-10 October 13-14 November 27-28 November	Birmingham London Manchester London Manchester Birmingham London

- Private limited company
- Partnership
- Sole trader
- Trading names
- Name changes

#### Credit Scoring in the 21<sup>st</sup> Century

- Credit scoring principles

#### Credit Risk Assessment

- Application form
- The process of assessment
- Sources of information
- Ongoing monitoring of customers

#### Taking Legal Action

- Why use legal action?
- Issue of proceedings
- Response from the defendant
- Judgment
- Enforcement procedures
- Insolvent customers

#### Measuring Performance

- Days sales outstanding
- Forecasting cash flow
- Target setting
- Use of graphs
- Incentives

### DAY TWO - Putting it into Practice

#### The Concept of a Collection Timetable

- The concept of a monthly campaign
- Collection methods available
- Deciding priorities
- Pareto analysis
- Top 20 league tables

#### Collection Letters

- What makes a good letter?
- How many to send?
- How effective are they?

#### Attitudes and Assertive Behaviour

- Selling the need to pay
- Self awareness questionnaire
- Assertive v submissive v aggressive behaviour

#### Collecting Difficult Debts

- Why haven't they paid?
- Can they pay?
- Payment plans

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