



## Graydon training and development courses

[www.graydon.co.uk](http://www.graydon.co.uk)

**GRAYDON**  
credit risk intelligence

## Courses at a glance



### The complete credit controller

This course is suitable for those in a Credit Control role. It is ideal for new staff 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.

We give you 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.

During day one we ensure that you learn about the impact of the role that you perform within your organisation, Contract Law, Data Protection and the County Court process. We also ensure that you fully understand the different legal styles of business and can process new account applications and carry out credit limit reviews. We finish by looking briefly at DSO calculation and cash forecasting.

On day two we will discuss how best to organise yourself to collect the cash, by compiling a co-ordinated collection programme. Then we take an in-depth look at reminder letters and telephone techniques. Finally, we deal with identifying the four main types of tough debts and developing a strategy for each of them.

This is the most popular of the courses and is suitable for Supervisors, Managers and staff alike.

### Understanding credit information

This course is designed to introduce to those working in the Commercial Credit Sector the basic principles of Credit Information. The main focus is to build invaluable knowledge and skills that can be applied in the key aspects of your job.

This course takes you through four modules:

- Credit Reports - When, Why, How?
- Understanding balance sheets, profit and loss, and financial ratios, including an eye-opening practical workshop
- The secrets of credit scoring
- Fraud - How to spot and prevent fraud

### The basics of credit control

This course is ideal for those relatively new to the role of collecting cash from 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 your knowledge and skills in the key aspects of your job. The course will enable you to become more competitive and systematic in your work.

We start by examining your role as a Credit Controller and the agreement you have made with the customer, particularly in relation to the payment terms. We then discuss how to use a combination of letter writing, good telephone techniques and sanctions to gradually increase pressure on the customer to pay.

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

If you are interested in taking a comprehensive course you are advised to attend the two-day course 'The Complete Credit Controller'.

## Courses at a glance

### Telephone collection techniques

This day is entirely devoted to helping you collect cash by telephone, along with building your confidence and enhancing your collection techniques.

Time will be spent looking at the importance of the credit control role and particularly how to build and maintain good relationships with your clients. We will examine exactly what is meant by 'paying to terms' and how asking customers to do so affects your approach. Psychology plays an important part in telephone collections and we will discuss selling the need to pay, taking an optimistic stance and how your behaviour influences the customer's behaviour.

We will look at: how your calls dovetail with your letters, disadvantages and advantages of the telephone, call structure and negotiating the best result.

At the end of the day, you will get the opportunity to practice and discuss what you have learnt with the other delegates.

This is a highly motivational day that will better equip you to handle any situation.

### Graydon Training and Development

Our courses are ideal for enthusiastic, flexible members of staff, either new to the job or those with experience looking to progress within Credit Control. All our tutors have considerable relevant experience in the field of credit management and credit control. Their seminars are consistently rated as Good, Very Good or Excellent by over 95% of the delegates.



### For more information or booking enquiries contact:

Graydon Training and Development Courses  
Graydon UK Limited  
Hygeia Building  
66 College Road  
Harrow, Middlesex  
HA1 1BE

Telephone: 020 8515 1440  
Fax: 020 8515 1499  
Email: [training@graydon.co.uk](mailto:training@graydon.co.uk)

[www.graydon.co.uk](http://www.graydon.co.uk)

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Graydon UK Limited, Hygeia Building, 66 College Road, Harrow, Middlesex HA1 1BE  
Tel +44 (0)20 8515 1400 Fax +44 (0)20 8515 1499 email [training@graydon.co.uk](mailto:training@graydon.co.uk)