

Live Workshop:

Process Improvement

The experts guide to credit management and debt collection

Group: **NACM National Credit Group**

Time & Date: 1:00 - 2:30 pm on Thursday August 14, 2008

Location: Marriott Minneapolis City Center

Presenter: Ben F. Ricci

SUMMARY

Join us for this live, 90-minute workshop where you will discover how to use strategic, proactive credit management techniques to lower the number of past-due accounts, get your most delinquent accounts to "pay up" and increase company profits. During the workshop, the expert speaker will reveal four ways to profit from trade credit:

- How to slash your bad debts: (Good Customer - Bad Debt)
- Speed your collection cycle to 20% above industry average
- Learn to **SELL** your finance charge: Cash-in on those slow paying customers
- Using the Federal Government to help collect – "The IRS Advantage[®]"

PROGRAM BENEFITS

In this comprehensive 90-minute session, you will hear strategies, techniques and resources needed to enhance your credit management and debt recovery practices. Discover how to collect more money, sooner, at less cost, and without losing valued customers. You will also hear tips for fine tuning your credit department and turning your slow paying customers into a profit center.

PROGRAM HIGHLIGHTS

- **Overview: Impact of Trade Credit on Sales and Profits**
 - Don't fear your receivables but don't turn you back on them
 - Credit and collection timeline
 - Circular flow of working capital
 - Credit is a double-edged sword
 - Credit trends and recent survey
- **Slash Bad Debts**
 - Industry averages and what your goal should be
 - Potential savings to your company
 - Bridge the gap between sales and credit
 - Credit application tips and inside trade secrets
 - Credit interview over the phone
 - Credit confirmation letters
 - Commercial credit vendors compared

- Discover the best cyber credit internet sites
- **Boost Collections**
 - Industry averages and what your goal should be
 - Potential savings to your company
 - Profit is an opinion, cash is a fact
 - Don't spend a dollar chasing a nickel
 - Accounts Deceivable
 - Software vs. manual systems
 - Value weighted follow-up
 - Early warning signs, red flags and disaster
 - Bankruptcies, fraud and skip tracing
 - The First collection letter
 - The Final demand letter
 - The IRS Advantage© collection system
 - The NSF Check Letter
 - Collecting your judgment
 - Collection agency demand letter
 - Collecting from a franchise
 - When a customer becomes a debtor
 - Small claims court strategies
 - When to quit working trouble accounts
- **Selling Your Finance Charge**
 - How much you could be earning per each million in A/R
 - Make it a priority for your customer to pay - their bank does
 - You may be creating your own collection problems
 - Go with the flow, not against the grain
 - This technique has a 67% success rate
 - Cash-in on your slow paying customers
 - Extending short and mid-term payment plans
- **Conclusion**
 - Grand total potential gain from all three sections
 - Skill set of a credit and collection worker
 - Resources
- **Live Question and Answer Session** - Have your specific issues addressed!

SPEAKER

Ben Ricci is the founder and President of Stevens & Ricci, Inc., one of the most respected collection firms in the country. With an accomplished background in corporate credit management, Ben has shown hundreds of companies how to speed collections, reduce bad debts and lower overall credit and collection costs. No stranger to the collections business, Ricci brings over 20 years of

experience and is a leading authority on debt collection. His unique strategies have revolutionized the way many businesses extend credit and conduct collections. Ben's background also includes:

- National workshop series producer: "Turning Debts into Dollars - The experts guide to credit management & debt collections"
- Speaker 2004: The Treasury Management Association of New York (TMANY): Annual New York Cash Exchange (NYCE) conference
- Developed the proprietary IRS Advantage© Collection System, based on a combination of debtor psychology and existing I.R.S. debt cancellation income rules.

PROGRAM MATERIALS

Program materials will be emailed to you approximately one week before the program date. Please download and print the PDF file before the day of the program.