



**ARIVU**  
Empower • Innovate • Perform

## **Complete Credit Control (1-day)**

Ideal for new or inexperienced credit controllers. An intensive course that covers all aspects of credit control and debt collection.

### **By the end of this course you will be able to:**

- Understand the importance of good credit management.
- Recognise your contribution to increasing company profitability and minimising risk.
- Understand the elements of a contract
- Understand the legal framework and why it matters to your job.
- Carry out all of the elements of the collections cycle.
- Choose the best approach to get cash in using a combination of methods.
- Use the telephone to greater effect.
- Decide when and how to 'get tough' with customers, including going legal.
- Tackle your ledger and your customers with greater confidence.
- Manage your cash collection process more effectively.

### **What you can expect to gain:**

#### **The Purpose of Credit Control in the Organisation**

- What is credit and why do we need to give it?
- Maximising profitable sales
- Improving cash flow and liquidity
- Protecting against bad debts
- Better customer relations
- Encouraging teamwork with the sales force
- The company's credit policy

#### **Terms and Conditions of Trade**

- Fundamental elements of a contract
- Payment terms
- Which terms apply?
- Interest on overdue accounts
- Retention of title

#### **Customer Identity**

- Understand different corporate entities
- Trading with partnerships and sole traders

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

**Innovative & Impactful Coaching & Consulting Services  
To Transform Your Business**



# ARIVU

Empower • Innovate • Perform

- Trading names and name changes
- Recognise the importance of credit control

## **Credit Assessment and New Accounts**

- Application forms - getting the right information
- Assessing customers' credit worthiness
- Sources of information to assess credit risk
- Assessing ability to pay and on-going monitoring of customers
- Reading customer accounts to assess business viability
- Reading credit reports

## **A Review of the Legal System**

- Overview of the legal options to collect debts
- Implications of going legal

## **The Monthly Campaign**

- The concept of a monthly campaign
- Collection methods available
- Collection strategies - letters, email, fax, telephone
- Deciding priorities

## **The Letter Cycle**

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

## **Good Telephone Techniques**

- Attitudes and behaviour - the psychology of cash collection
- Assertive telephone collections
- Telephone calls
  - three call types
  - stages in a telephone call
  - asking for payment and negotiating agreement
  - getting a commitment
  - following up the call

## **Collecting Tough Debts**

- Why haven't they paid? Can they pay?
- Understanding the reasons for non-payment
- Tackling excuses
- Providing solutions to get debt cleared
- Payment plans
- Alternatives to legal action

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

**Innovative & Impactful Coaching & Consulting Services  
To Transform Your Business**



**ARIVU**  
Empower • Innovate • Perform

### **Query Management**

- Whose responsibility is it to solve queries?
- Best practice procedures
- Analysis of errors and credits

### **Measuring Performance**

- Calculating day's sales outstanding
- Forecasting cash flow
- Target setting and monitoring performance

If you require any specific training or coaching skills to suit your specific needs, then we can tailor-make it just for you. Just call us on our number 087 123 76 767 for a chat.

### **What others have said about these courses:**

*"Brilliant course. It was comprehensive, clear and a great base for a better understanding of credit control".*

Tracey Millbank, Hadley Chambers

**To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767** or email us at [info@arivu.co.uk](mailto:info@arivu.co.uk)**

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

**Innovative & Impactful Coaching & Consulting Services  
To Transform Your Business**