



WEBINAR

A Great Educational Value

WEDNESDAY

February 12, 2020

9:00—10:00 AM Central Time

PRESENTED BY:

Michael Dennis

ATTENDANCE FEE:

\$65 BCMA/WCA Members

\$79 all others

Continuing Professional Education
Units

1 CPE Unit & .1 CEU

American Society

ASCCP

Credit & Collection Professionals

At the low cost of one registration (one fee per phone/Internet connection), as many people as you wish in your office can participate in the Webinar. Easy-to-to-follow instructions will be sent with your confirmation! Contact WCA if you do not receive E-mail handouts and confirmation prior to the Webinar.

BCMA

Business Credit
Management Association

For more information and to register, contact:

THE BUSINESS CREDIT

MANAGEMENT ASSOCIATION

Wisconsin Credit Association

PO Box 510157

New Berlin WI 53151

Phone: 262.827.2880

Fax: 262.827.2899

COMMERCIAL COLLECTIONS

What NOT to do and WHY

In this fast-paced and interactive program, we will examine:

- What NOT to say to a delinquent debtor customer
- What NOT to do when customers break commitments
- How NOT to measure | evaluate collectors' performance
- What NOT to do when customers bounce checks
- How NOT to address disputes and deductions taken by customers
- Debt collection DO'S and DON'TS!

Michael Dennis is a consultant with more than twenty years' experience as a credit manager working for companies including McKesson, Black and Decker, Jorgensen Steel Company and American Hospital Supply. He authored or co-authored seven books



including: "Credit and Collection Handbook", "Credit and Collection Forms and Procedures Manual", and "The Credit and Collection Manager's Concise Desk Reference." Michael has an MBA from Pepperdine University. He holds the CBF, CCP, and CPC. Certifications. Michael has been honored as Credit Executive of the Year by both CMA California and by the BCMA Wisconsin.

WEBINAR REGISTRATION

Commercial Collections | Wednesday, February 12, 2020 | 9:00-10:00 AM CT
Complete Form or Register Online: <https://wcacredit.org/webinar-seminar-registration/>

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Method of Payment (Non members are asked to prepay):

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