

MEASURING CREDIT DEPARTMENT PERFORMANCE

During this ENLIGHTNING program, Michael will examine:

1. The limitations of traditional measures of credit performance
2. The ways companies often measure credit performance today
3. Other useful and relevant measures of performance of the credit team to consider
4. How to convince your company to use both traditional and non-traditional measurements
5. How to develop (and how Not to set) individual performance goals for credit team members



MEET YOUR INSTRUCTOR: **MICHAEL DENNIS** is a respected business trainer and author. He can be credited for the development of this and future credit, collection and finance serial training programs. Michael has more than 20 years of experience in credit management in various industries; including healthcare, construction and the auto aftermarket. His most recent publications, "Happy Customer-Faster Cash" and "Customer Profit Hacking" are available on Amazon.

A WEBINAR

WEDNESDAY, APRIL 22, 2020

TIME: 9:00—10:00 AM Central Time

ATTENDANCE FEE:

\$65 BCMA/WCA members \$79 all others

At the low cost of one registration (one fee per each phone/Internet connection), as many people as you wish in your office can attend the Webinar.

CONFIRMATION:

Will be sent to all registered attendees with easy-to-follow instructions to access the program on your PC and phone! Contact the Association if you do not receive an E-mail with handouts and confirmation in advance of the Webinar.

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<http://www.creditsociety.org>

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WEBINAR REGISTRATION

"Credit Department Performance" | April 22, 2020 | 9:00—10:00 AM Central Time
Complete Form or Register Online: <https://wcacredit.org/webinar-seminar-registration/>

NAME _____ EMAIL _____

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

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Credit Card (Please contact BCMA/WCA at 262.827.2880)

A credit or refund will only be given for cancellations received 5 days prior to the session. Please send your reservation to the Association office listed on this announcement or call 262.827.2880 to register or with questions.

For more Information and to register, contact:

THE BUSINESS CREDIT
MANAGEMENT
ASSOCIATION

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