



## WEBINAR

Great Value For All  
Your Training Needs

**Wednesday**

July 15, 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

American Society

**ASCCP**

Credit & Collection Professionals

At the low cost of one registration (one fee per phone connection), as many people as you wish in your office can participate in the Webinar. Easy-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

[www.wcacredit.org](http://www.wcacredit.org)

## COMMON EXCUSES *Customers Use to Delay Payment, and How Collectors Should Respond*

You've heard a million excuses from customers for delaying payments and even though the excuses may be invalid, unbelievable, even ridiculous, we must be prepared to address them in a way that will improve our ability to collect. In this presentation, we will examine dozens of excuses customers use, including these:

- We filed for bankruptcy protection last week.
- We are waiting for a new loan to close.
- Sorry, I don't have time to speak with you about this right now.
- I need to pay our key suppliers first.
- We're having cash flow problem.
- The owner is deceased.
- The payment terms are Net 60 days, not Net 30 days.

You're welcome to submit additional questions during the program, or you can submit your favorite customer excuses when you register.

### MEET YOUR PRESENTER:



MICHAEL DENNIS, CCP, CPC, CBF is a frequent & popular trainer for BCMA/WCA programs, a frequent contributor to the Association's Newsletter and the WCA LinkedIn Group. Michael has over 20 years of experience in credit management in various industries including healthcare, construction, and auto aftermarket. He has recently completed and published his latest book, "Happy Customers—Faster Cash". Michael looks forward to you joining this informative Webinar.

### WEBINAR REGISTRATION

Excuses To Delay Payments | Wednesday, July 15, 2020 | 9:00-10:00 AM CT

NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

*If you are registering more than one phone connection, please duplicate this form. The fee applies per phone line.*

YOUR FAVORITE EXCUSE: \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

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

\_\_\_ Invoice my Company \$\_\_\_\_\_ (BCMA/WCA Members Only)

\_\_\_ Check Enclosed \$\_\_\_\_\_

\_\_\_ 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.