



# WEBINAR

**A Great Educational Value**

**THURSDAY**

December 10, 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-follow instructions will be sent with your confirmation! Contact WCA if you do not receive E-mail handouts and confirmation prior to the Webinar.



For more information and to register, contact:

**THE BUSINESS CREDIT**

**MANAGEMENT ASSOCIATION**

**Wisconsin Credit Association**

PO Box 510157

New Berlin WI 53151

Phone: 888.546.2880

Fax: 262.827.2899

# PHONE-POWER COLLECTIONS

80% of collectors wander through the collection process with no clear plan in place. This Webinar will provide a step-by-step process for collectors to use to collect past-due balances quickly.

One goal is to give you an edge in your interactions with delinquent debtors when it comes to competing with other creditor companies for (a) the customer's attention and (b) for whatever limited funds they have to pay creditors like you.

Especially now, it is important that collectors excel when it comes to convincing customers to pay past-due balances sooner rather than later. This program will make it more likely that you get paid first. This program covers these 7 steps:

- 1) Call preparation
- 2) Appropriate conduct
- 3) Your initial demand for payment
- 4) The common excuses
- 5) The best way to respond to these excuses
- 6) Getting and confirming the customer's commitment
- 7) The follow up!

**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.



## WEBINAR REGISTRATION

Commercial Collections | Thursday, December 10, 2020 | 9:00-10:00 AM CT

Complete Form or Register Online: <https://wcacredit.org/webinar-seminar-registration/>

NAME \_\_\_\_\_

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

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

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