

What Credit Pros *Should Do* and *Should Not Do* During This Recession and Pandemic

A WEBINAR

Thursday

January 14, 2021

TIME: 9:00—10:00 AM CT

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 email confirmation & handouts in advance of 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
<http://www.wcacredit.org>

It's not your imagination. Business-to-business credit risk management and debt collection is far more difficult today than it was a year ago.

For credit pros, knowing what NOT TO DO during the recession is just as important as knowing WHAT TO SAY AND DO. *Don't worry*—because in this program you're going to be presented with ideas about what to do and what not to do and say to limit risk, to accelerate collections, and to control bad debt losses. Please don't miss this interesting, educational, informative and entertaining program.



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.

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"What TO DO & WHAT NOT TO DO" | Thurs January 14, 2021 | 9:00—10:00 AM Central Time

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

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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.

REGISTER ONLINE: <https://wcacredit.org/webinar-seminar-registration/>