



## A WEBINAR

THURSDAY

May 20, 2021

9:00–10:00 AM Central Time

### ATTENDANCE FEE Per Phone Line:

\$65 BCMA/WCA Members

\$79 all others

One fee per line. Each remote location will be charged a fee to join the program. Unlimited attendees calling from a single connection will be charged just one fee. Discounts given for 5 plus lines joining the Webinar. Call BCMA-WCA for details.

**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 with access instructions & handouts the day prior to the Webinar.

# BCMA

Business Credit  
Management Association

For more information contact:

THE BUSINESS CREDIT  
MANAGEMENT ASSOCIATION

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New Berlin WI 53151

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

# HOW TO MEASURE & IMPROVE CREDIT DEPARTMENT PERFORMANCE

This program examines the benefits of measuring performance, common and uncommon measurements, how to measure bad debts, how to measure collection performance, how to measure and improve deductions, how to measure and optimize credit holds, and how to measure credit applications.

Continuing Professional Education Units  
1 CPE Unit & .1 CEU

American Society

ASCCP

Credit & Collection Professionals



**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

Measurements & Performance | Thursday, May 20, 2021 | 9:00–10:00 AM CT

NAME(S) \_\_\_\_\_

EMAIL \_\_\_\_\_

COMPANY \_\_\_\_\_

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

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\_\_\_\_ Credit Card (Please contact BCMA/WCA at 888.546.2880)

A credit or refund will only be given for cancellations received 5 business days prior to the session. Please send your reservation to the Association office listed on this announcement or call 888.546.2880 to register or with questions.

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

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