



## WEBINAR

TUESDAY

July 13, 2021

9:00—10:00 AM Central Time

PRESENTED BY:

Michael Dennis

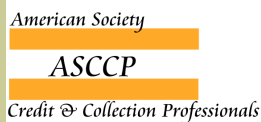
### ATTENDANCE FEE Per Phone Line:

\$65 BCMA/WCA Members

\$79 all others

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-WI for details.

Continuing Professional Education Units  
1 CPE Unit & .1 CEU



# 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

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

## SALES & CREDIT

## IT'S A TEAM EFFORT

### HOW THE CREDIT DEPARTMENT CAN IMPROVE OR REPAIR DAMAGE TO THE CREDIT - SALES RELATIONSHIP?

THERE ARE LOTS OF WAYS TO DAMAGE THE CREDIT DEPARTMENT'S RELATIONSHIP WITH THE SALES TEAM!

In this program, we will explore the most common mistakes and how to avoid them. Case studies will be used to illustrate problems and the ways credit pros can and should avoid them.

In credit risk management and B2B debt collection, one "Oh-No" wipes out a dozen or more "Way to Go's."

Join us for this opportunity to improve your sales/credit relationship and even improve upon an already ideal situation.

#### MEET YOUR PRESENTER:



MICHAEL DENNIS is a frequent & popular trainer for BCMA-WCA programs, a frequent contributor to the Association's Newsletters and the WCA LinkedIn Group. Michael has more than 20 years of experience in credit management in various industries including healthcare, construction, and auto aftermarket. His most recent publications, "Happy Customer—Faster Cash" and "Customer Profit Hacking" are available on Amazon. Michael looks forward to you joining another relevant program.

#### WEBINAR REGISTRATION

Sales & Credit | Tuesday, July 13, 2021 | 9:00-10:00 AM CT

NAME \_\_\_\_\_

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

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

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

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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 888.546.2880 to register or with questions. **REGISTER ONLINE:** <https://wcacredit.org/webinar-seminar-registration/>. Internet Explorer is not supported when registering online. Kindly use an alternate browser.

**CONTACT WCA if you do not receive a confirmation that includes access instructions and the handouts 2 days prior to the Webinar.**