



# CREDIT DECISION MAKING

**BCMA**  
Business Credit  
Management Association



Continuing  
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1 CPE Unit & .1 CEU  
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**ASCCP**

*Credit & Collection Professionals*

**CASE STUDIES WILL  
BE USED IN THIS PROGRAM TO  
DEMONSTRATE STEP BY STEP BEST  
PRACTICES FOR MAKING WISE  
CREDIT DECISIONS!**

We'll also examine:

- How to make faster decisions
- How to make better credit decisions
- How and when to delegate credit decision making
- How to strike the right balance between risk and reward
- How to effectively communicate the reasons for your decisions

## 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.



**WEDNESDAY**

**JUNE 16, 2021**

**TIME: 9:00 —10:00 AM CT**

**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-WI for details, 888.546.2880.

## WEBINAR REGISTRATION

"Credit Decision Making" | June 16, 2021 | 9:00—10:00 AM CT

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

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

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

TELEPHONE(S) \_\_\_\_\_ (If more than one phone line, kindly include additional names and phone numbers used to call into the program)

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 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>

**Internet Explorer is not supported when registering. Kindly use an alternate browser.**

**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.**

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