

YOU WILL LEARN

How to improve the payment habits of big spending, slow-paying customers by developing a 4-point plan and an effective negotiating strategy.

How to get paid by customers with cash-flow problems, or worse, no money, by using high-ball maneuvers, splitting down the deal, linking the deal and other effective negotiation techniques.



How to manage conflict with customers who believe the best defense is a good offense...plus how to resolve disputes with a “Can’t Fail” negotiating plan.



YOU CAN SAVE BIG \$\$\$ BY TAKING ADVANTAGE OF THE EARLY REGISTRATION DISCOUNT

Register by September 30 and deduct \$50 per person from your seminar fee. This discount, along with the multi-attendee discount, allows more people from your company to attend this extremely valuable seminar!

BCMA – Wisconsin Credit Association members enjoy even greater savings.

Barry Elms returns to Milwaukee, Wisconsin for one day only 10/19/21 to present this very popular and dynamic full-day seminar

“ADVANCED COLLECTIONS & NEGOTIATION SKILLS”

*October 19, 2021
Milwaukee, WI*

BCMA

**Business Credit
Management Association**

BUSINESS CREDIT MANAGEMENT ASSN
Wisconsin Credit Association
Partners in Credit & Collection Management
15755 W Rogers Drive | PO Box 510157
New Berlin, WI 53151

This Seminar is sponsored by
BCMA
**BUSINESS CREDIT
MANAGEMENT ASSOCIATION**
Wisconsin Credit Association

BCMA
Business Credit
Management Association

*Barry Elms returns to
Milwaukee, Wisconsin
for one day only
10/19/2021 to present:*

ADVANCED COLLECTIONS & NEGOTIATION SKILLS

**EARLY BIRD DISCOUNT APPLIES TO
REGISTRATIONS RECEIVED BY September 30!**

FEATURING AMERICA'S
BUSINESS COACH

**BARRY
ELMS**

Date: OCT 19, 2021

Time: 9:00–4:00

In the auditorium at
Briggs & Stratton Corp
Milwaukee, WI

SEMINAR REGISTRATION

Advanced Collections & Negotiation Skills
Tuesday | October 19, 2021 | Milwaukee, WI

Online Registration:

<http://wcacredit.org/webinar-seminar-registration/>

Company _____

Address _____

City | State | Zip _____

Phone & Email of Main Contact Person Registering _____

\$195 per person OR \$175 per person 3 or more attendees.
Deduct \$50 per person if you register by 9/30/2021.
Early registration discount void after September 30, 2021.
Non-Association members, please add \$35 per person.

_____ \$ _____
Name

_____ \$ _____
Name

_____ \$ _____
Name

METHOD OF PAYMENT | TOTAL \$ _____

- Check Enclosed (Payable to WCA)
 Credit Card (Please contact the Association to provide your credit card information)
 Send Invoice (BCMA/WCA Members only)

CANCELLATION POLICY: Sorry, no credit or refund for cancellations after October 12, 2021. Substitutions allowed with advance notice.

NON-ONLINE REGISTRATIONS SHOULD BE MAILED TO:
BCMA | Wisconsin Credit Association
ATTN: Reservations
PO Box 510157 | New Berlin, WI 53151

QUESTIONS: Please call 888.546.2880

ADVANCED COLLECTIONS & NEGOTIATION SKILLS

THIS ADVANCED PROGRAM goes way beyond all other collection seminars. Look at what you will learn during this full-day dynamic workshop:

✓ UNDERSTANDING NEGOTIATIONS

Dispelling the myths.

✓ “MAJOR LEAGUE” NEGOTIATIONS

How to improve the payment habits of powerful, big spending, slow-paying customers.



✓ THE SCIENCE OF NEGOTIATIONS

Understanding the five elements that control all negotiations.

✓ HOW TO GET PAID BY CUSTOMERS WITH CASH-FLOW PROBLEMS

Includes techniques for getting paid even when the customer has “no money”.

✓ WHO HAS THE POWER?

Understanding the power relationships in negotiations. Seven power moves that will help you control the outcome of all negotiations.



✓ WIN-WIN DEALS

How to shape deals that are in the best interest of both you and your customer.

✓ NEGOTIATING WITH DIFFICULT PEOPLE

Includes the 4 steps guaranteed to take the conflict out of the negotiation.

✓ TELEPHONE NEGOTIATIONS

Important tips that will give you an edge in telephone negotiations.



BARRY ELMS is president of Strategic Negotiations International, and is considered by many to be America's business coach in sales & negotiating skills. During a speaking career that spans over 25 years, Barry has given over 2500 presentations worldwide. His energetic style and dynamic message will keep you on the edge of your seat!

SEMINAR DETAILS

WHEN: Tuesday, October 19, 2021
TIME: 8:30 AM Registration & Refreshments
9:00 AM—4:00 PM Seminar
12:00 PM Lunch Included

WHERE: Briggs & Stratton Corp Auditorium
12301 W Wirth St
Minutes from Highway 45
Milwaukee, WI 53222

BCMA /WCA MEMBER
SEMINAR FEES \$195 per person
\$175 per person 3 or more
Non-members, add \$35 per person

EARLY BIRD REGISTRATIONS
Deduct \$50 per person if registered by September 30, 2021.

THIS SEMINAR IS BROUGHT TO YOU BY
THE BUSINESS CREDIT
MANAGEMENT ASSOCIATION—BCMA
Wisconsin Credit Association
15755 W Rogers Drive | New Berlin WI 53151
www.wcacredit.org

