Effective Credit Management and Debt Recovery Strategies
9 - 10 Mac 2007 (Fri - Sat)
Summit Hotel, Subang Jaya

Full Day Workshop 100% HRDF-SBL Claimable (Subject to prior application)
CPD/CPE 16 hours
Registration Fees: RM 950 - Normal price, RM 800 – 2 or more participants (same company)

Importance of the Program
Credit management and debt collection present us with seemingly endless challenges. We want to secure business contracts and expand our sales, but are concerned that our customers do not pay up. Our profit margins are not achieved, and we end up financing other people’s businesses. How do we resolve this dilemma? Effective credit management would definitely have a significant impact on company’s performance. This workshop will offer contemporary strategies and techniques to deal with these intractable problems.

Key Topics
- Understanding the strategic importance of credit management
  - The price of ineffective credit management
  - Making credit management an integral management function
- Credit assessment techniques
  - Financials metrics and non-financials indicators
  - Balancing risks and reward
  - Account opening, credit application and customer service
- Elements of an effective credit contract
- Benchmarking the state-of-the-art in credit management
  - Credit Policy
  - Collecting and improving the quality of information
  - Systems, processes and documentation
  - Knowledgeable and well-trained staff
- Effective debt collection techniques
  - Customer psychology
  - Communication: Written, telephone, and in person visits
  - Escalation procedures
  - Detecting early warning signals and initiating the right strategy to counter them – the four phases of debt recovery
  - Dealing with difficult debtors
  - Maintaining customer goodwill
- Negotiation in debt recovery – integrative “win-win” interest-based negotiation
- Motivating credit collection staff through objective Key Performance Indicators
- Taking legal action to recover debts
  - Initiating legal action, documentation, legal process, judgment, enforcement, effect of bankruptcy / liquidation
  - Instituting a proactive legal debt recovery strategy
Alternative means for debt recovery
  o Alternative settlement mechanism
  o Factoring and external debt collection agencies

Target Participants

- Accountants and Credit Controllers / Managers
- Sales and Marketing Managers and Executives
- Accounts Receivable / Credit Personnel
- Administration Personnel involved in the credit function

Course Objectives

By the end of the workshop, participants will be able to:

- Understand the importance of commercial/ business awareness and the strategic importance of credit management
- Develop and successfully apply an effective credit assessment and credit granting policy in their organization
- Successfully implement a proactive and practical credit management and debt recovery strategy to address non payments
- Appreciate customer psychology and interest-based negotiation strategies in handling difficult debt collection cases
- Use Key Performance Indicators for effectively managing the credit collection process
- Understand the legalities surrounding the debt recovery process
Lim Chor Ghee

Master of International Studies (in Political Economy and International Relations) degree from the University of Sydney, Master of Business Administration (Distinction) degree from Edinburgh Business School, Heriot Watt University, Postgraduate Certificate in Electronic Business from the University of Southern Queensland, and Bachelor of Commerce degree from the University of Melbourne. Chor Ghee is currently pursuing doctoral research on the internationalization and performance of Malaysian companies with the University of South Australia.
Register Now!

Registration (Fax to 603-5634 9778)
Email: peligotraining@gmail.com
Web: www.peligotraining.com
Contact person: Mr EC Tan (012-2916617)

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Position: _______________________
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Notes:
- Cancellations and Substitution of Delegate(s): There shall be no cancellation after registration. However substitution is allowed, provided Peligo Training Solutions Sdn Bhd is notified in writing of the name(s) and designation of the new delegate(s) at any time prior to commencement of the event.
- Training venue may be subject to change.