Selling Marginal Accounts – Are the Rewards Worth the Risk?

Learn how making sound credit decision can result in providing more profit per sales dollar to your company’s bottom line with minimal risk.

This program can be presented in 1 to 2 hours and can be presented by a credit professional with 2+ years of experience in all aspects of credit management. Ideally the presenter will have experienced economic influences on receivables.

This is a great program for people just starting out in credit. This program could easily be presented in combination with another National program, Sales & Credit – United We Stand and the two programs would become a half-day seminar. The target audience would be both sales and credit. Another presentation option would be to utilize either or both programs with the credit manager presenting to an in house sales department.

Program content highlights
✓ Learn how to protect higher profits while minimizing risk
✓ Combine forces with your sales department
✓ Educate sales as to the importance of information gathering
✓ Be an advocate for the sales staff
✓ Sales and Credit – it’s a package deal. Working together to secure all the sales
✓ The more you know about your customer, the more he feels you care about him as a customer