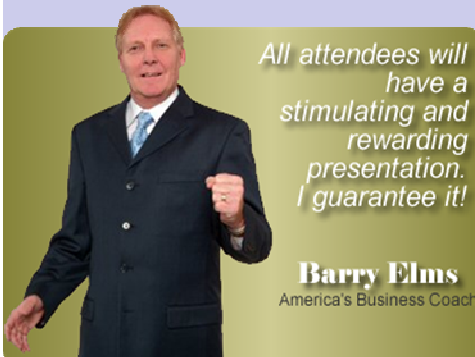


## ABOUT THE PRESENTER:

Barry J. Elms—Author, Speaker, Business Coach and President at Strategic Negotiations International. Barry has given over 2000 presentations nationwide and is considered by many to be America's business coach in negotiations and credit management skills.

***"I will always be grateful for my career in credit management. The 13 years I spent working as a Credit Professional were the foundation for my success as an entrepreneur and business coach. The skills I learned and developed in my credit career were essential to building a successful business."***

- Barry J. Elms



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Barry Elms returns to Milwaukee for one day only, April 17, 2018, to present this dynamic and meaningful full-day seminar.

## "THE COMPLETE CREDIT PROFESSIONAL"

April 17, 2018  
Milwaukee, WI



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Wisconsin Credit Association  
Your Partners in Credit & Collection Management  
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PO Box 510157  
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A dynamic, full-day seminar for the entire credit management team!



April 17, 2018  
Briggs & Stratton Auditorium  
Milwaukee, WI

## SEMINAR REGISTRATION

“The Complete Credit Professional”  
Tuesday | April 17, 2018 | Milwaukee, WI

Company

Address

City | State | Zip

Phone & Email of Main Contact Person Registering

\$195 per person OR \$185 per person 3 or more attendees.

Deduct \$50 per person if you register by 3/27/18.

Early registration discount void after March 27, 2018.

Non-Association members, kindly add \$35 per person.

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## THE COMPLETE CREDIT PROFESSIONAL

*A learning experience you'll put into practice immediately!*

*This exciting interactive seminar will give you all the tools you need to achieve your goals and maximize your career, including how to:*



- Build confidence and self-belief.
- Develop successful relationships.

- Effectively analyze corporate performance.
- Develop strong communication and persuasive skills.
- Understand how to gain agreement in all credit interactions.
- Learn how to negotiate like a pro!

### PROGRAM OUTLINE

*In the morning...*

1. 3 keys to a confident credit management personality.
2. Building a successful partnership with your sales team.
3. Understanding bankruptcy procedures and spotting the signs of a troubled company.

*In the afternoon...*

4. 6 persuasive skills for effective collections.
5. 5 keys to gaining agreement all credit professionals need.
6. 7 keys to negotiating like a pro.



## SEMINAR DETAILS

**WHEN:** Tuesday, April 17, 2018

**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

**SEMINAR FEES:** \$195 per person  
\$185 per person 3 or more  
Non-members, kindly add \$35  
per person

### EARLY BIRD DISCOUNT:

Deduct \$50 per person if  
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### SCHOLARSHIPS:

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