



COLLECTING COMMERCIAL DEBT

A 5-PART DISTANCE LEARNING BASED SERIES



Attendance Fee

\$279 for the entire series of 5 programs
\$329 Non-BCMA/Wisconsin Members

WHY SIGN UP?

- ✓ Convenience
- ✓ Enhanced collection skills, and lower delinquencies
- ✓ Learn best practices in debt collection, risk mitigation and dispute resolution
- ✓ New ways to accelerate cash collections
- ✓ Improve effectiveness and efficiency
- ✓ Practical advice
- ✓ Ideas and skills that can be implemented immediately
- ✓ Learn from experts
- ✓ Fulfill requirements for **Recertification** and eligibility for the **Certified Professional Collector** Designation administered by the American Society of Credit & Collection Professionals

For more information and to register, contact:

WISCONSIN CREDIT ASSOCIATION

The Business Credit Management Association
PO Box 510157

New Berlin WI 53151

Phone: 262.827.2880

Fax: 262.827.2899

www.wccredit.org



WCA has developed a comprehensive training curriculum to help educate credit and collection professionals. This comprehensive 5-part series has been designed to provide training for new collectors while at the same time, updating and fine-tuning the skills of experienced collectors. There is no time limit for completing the classes. Each program is one hour long. You can access these pre-recorded sessions at any time that is convenient for you.

#1 Collections: Thinking and Acting Outside of the Box

This pod includes:

- ✓ How to use collection correspondence to your best advantage
- ✓ Quality vs. Quantity of collection calls: What works well? What are best practices?
- ✓ Collection do's and don'ts
- ✓ Tips for training collectors
- ✓ Delinquencies and disputes and root cause analysis

#2 Domestic Debt Collection

This pod includes:

- ✓ Basic debt collection procedures
- ✓ Myths and realities about business-to-business debt collection
- ✓ Pitfalls to avoid in commercial collections
- ✓ Alternatives to open account terms; the advantages and disadvantages of each

#3 Collection Tips and Techniques

This pod includes:

- ✓ Introduction to providing credit to small businesses in today's economy
- ✓ Basic underwriting skills: credit reports, credit scoring
- ✓ Advanced underwriting skills: key ratio analysis and financial statement analysis
- ✓ Tools for delivering open account credit to the small business

#4 How to Address and Resolve Disputes and Deductions

This pod includes:

- ✓ Three critical success factors in resolving disputes and deductions
- ✓ 10 ideas for dealing with deductions more efficiently and effectively
- ✓ Suggestions for rapidly resolving customer deductions
- ✓ When to write off customer deductions; and how to document and justify this action

#5 Collection Automation

This pod includes:

- ✓ How third-party collection automation software works
- ✓ Ways to automate without purchasing third-party collection management software
- ✓ How to know when it is time to consider collection automation
- ✓ Expected costs and anticipated benefits of collection automation



A Comprehensive Written Examination will be administered at the conclusion of the series. Detailed instructions for taking the exam will be sent to registered attendees.

WHAT DO I NEED TO KNOW ABOUT TAKING THIS SERIES OF CLASSES?

MICHAEL DENNIS is a frequent and popular presenter for WCA. He can be credited for the development of this and future credit, collection and finance serial training programs. He is also the author of the recurring "Ten Tips" articles published in the BCMA/Wisconsin Newsletter and Noteworthy periodicals. Michael has more than 20 years of experience in credit management in various industries; including healthcare, construction, and auto aftermarket. His most recent work has been on the Encyclopedia of Credit, a free online resource for credit and collection professionals:

www.encyclopediaofcredit.com

Continuing Professional Education Units

5 CPE Units for all sessions

American Society

ASCCP

Credit & Collection Professionals

www.creditsociety.org

Your experience matters—

Accreditation makes the difference

- When you register, you will receive five (5) separate links; one for each session in this series. There is no time limit to complete the program, but we recommend that you complete all five (5) pods as soon as practical.
- Detailed instructions to access each segment will be sent with your confirmation
- The process to access this online training is simple:
 - Open your Internet
 - Insert the link into your Browser
 - The slide presentation will appear on your monitor
 - Turn on your speakers and listen to the instructor's presentation.
 - The slides will advance automatically
 - At the conclusion of the training session, simply close the program
 - At your convenience, begin the next segment with the link provided and continue until you have completed all five training sessions
 - Once you have completed all sessions, notify WCA. We will arrange for the written exam to be sent to you with detailed instructions
 - Upon passing the comprehensive exam, a Certificate of Completion will be awarded
 - Be sure to share your successful accomplishment with your manager. Personal and professional training raises the awareness of your value, as well as increasing your value to your employer.

COLLECTING COMMERCIAL DEBT – A SERIES OF FIVE, PRE-RECORDED ONE-HOUR SEGMENTS

NAME OF PERSON REGISTERING, TAKING EXAM & TO RECEIVE CPE | CEU CREDITS _____

EMAIL _____ PHONE _____

COMPANY _____ ADDRESS _____ CITY/ST/ZIP _____

Method of Payment:

Invoice My Company (WCA & BCMA Members Only) \$ _____

Check Enclosed \$ _____

Credit Card (Please contact WCA to provide details)

Return registrations by fax to: 262.827.2899 or Mail to:
 Wisconsin Credit Association – PO Box 510157
 New Berlin WI 53151 or diannar@wacredit.org

NOTE: Sorry, there is no credit or refund once access instructions have been sent or if you do not complete the Series. WCA will provide you with all access information and easy-to-follow instructions. Please send your registration information to the WCA offices at the address listed on this announcement. Please call 262.827.2880 with any questions.

Links provided in connection with this five-part series are furnished in confidence and for your exclusive use for legitimate business purposes and shall not be reproduced, re-sold or redistributed without the express written approval of Wisconsin Credit Association.