

**"America's Business  
Coach" BARRY ELMS**  
presents in Wisconsin one  
day only **APRIL 18, 2012**  
In Milwaukee

**YOU WILL LEAVE THIS FULL-DAY SEMINAR  
KNOWING HOW TO IMPROVE COLLECTIONS AND  
CASH FLOW—IMMEDIATELY!**



BUSINESS CREDIT MANAGEMENT ASSOCIATION  
Wisconsin Credit Association  
15755 W Rogers Dr | New Berlin WI 53151

It has never been more important to **GET PAID QUICKLY**. In the current economic climate, companies will be using trade credit as a substitute for bank loans and taking advantage of any opportunity to delay payment. **DON'T LET YOUR PROFITS SUFFER**, make sure you have a well-trained and effective team looking after the interests of your business!

**Take advantage of the  
EARLY REGISTRATION  
discount and save \$50 per  
person—reserve your spot  
today!**

**INCREASE PROFITS**



**IMPROVE PERFORMANCE  
&  
PRODUCTIVITY**



## **THE ART OF GETTING PAID Quickly**

**Presented by BARRY ELMS, Author, Speaker & Business Coach**

Barry Elms, President of Strategic Negotiations International, is considered by many to be America's business coach in sales & negotiating skills. During a speaking career that spans over 20 years, Barry has given over 2000 presentations worldwide. His energetic style and dynamic message will keep you on the edge of your seat!



- Have you heard the same excuses time after time?
- Would you like to know how to get paid on **every** collection call?
- Have you ever had a check promised that did not arrive?

**IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS, THIS SEMINAR IS FOR YOU!**

**During the PROGRAM 9:00 AM to 4:00 PM—You will learn:**

- ◇ The 4 real benefits of getting paid quickly and how to make them happen.
- ◇ The 3 keys to creating a truly confident and effective collection personality.
- ◇ The 8 communication skills that will get you paid quickly and keep customers happy.
- ◇ The 6 reasons all past-due customers pay bills and how to use them to your advantage.
- ◇ Dealing with delaying tactics. How to overcome excuses and get paid quickly.
- ◇ Negotiating with customers who have cash-flow problems. The 3 keys to getting the best possible deal.

**DEADLINE TO RECEIVE EARLY REGISTRATION DISCOUNT OF \$50 PER PERSON IS MARCH 5, 2012.  
SAVE HUGE \$\$\$ BY REGISTERING EARLY & BY SENDING MULTIPLE ATTENDEES!**

Barry Elms returns to Milwaukee Wisconsin for one day only to present:

# THE ART OF GETTING PAID—QUICKLY! - April 18, 2012

## SEMINAR DETAILS:

When: WEDNESDAY, APRIL 18, 2012

Time: 8:30 AM Registration

9:00 AM—4:00 PM Seminar

12:00 PM Lunch Included

Where: Briggs & Stratton Auditorium

12301 W Wirth St

(Minutes from Highway 45)

Milwaukee WI 53222

Fees: \$195.00 per person

\$185.00 per person for 3 or more attendees

Non WCA Members add \$40 per person

*Early-bird registrations: DEDUCT \$50 per person if registered by March 5*

- 6 Continuing Professional Education Units (CPE) awarded by the American Society of Credit & Collection Professionals (ASCCP)



- Deadline to register is April 13, 2012
- Register by March 5 to receive early registration discount
- All registered attendees will receive a seminar confirmation

## A FULL-DAY COLLECTION SKILLS SEMINAR

This program is packed with practical ideas to help you deal with excuses, delaying tactics, cash-flow problems, and even bounced checks. You will learn:

- ✓ **THE 3 KEYS TO SUCCESSFUL COLLECTIONS**—Discover what it takes to be supremely confident and prepared for any collection call. Learn how to identify the real issues and get to the heart of the problem.
- ✓ **POWER COMMUNICATIONS**—Discover how to put power and professionalism into every call; learn skills that will help you get paid every time you make a collection call.
- ✓ **INFLUENCING SKILLS**—Discover what it takes to make your customers want to send you a check.
- ✓ **DEALING WITH EXCUSES**—Learn the formula for dealing with excuses and learn creative and effective ways to deal with customers who are trying to avoid you.



## TAKE AN EDUCATION BREAK

Timely topics at the right time!



## SEMINAR REGISTRATION—The Art of Getting Paid—Quickly | April 18, 2012 | Milwaukee WI

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address (City/State/Zip) \_\_\_\_\_

WCA Members: \$195 per person or \$185 per person with 3 or more attendees

Non Members: \$235 per person or \$225 per person with 3 or more attendees

EARLY REGISTRATION DISCOUNT: If registered by March 5, DEDUCT \$50 per person

Name \_\_\_\_\_ \$ \_\_\_\_\_

Name \_\_\_\_\_ \$ \_\_\_\_\_

Name \_\_\_\_\_ \$ \_\_\_\_\_

Name \_\_\_\_\_ \$ \_\_\_\_\_

METHOD OF PAYMENT:  Send Invoice (WCA Members Only)  Check Enclosed  Credit Card (Please contact Wisconsin Credit Association to pay using a credit card and with questions—262.827.2880). Sorry, no credit or refund for no shows or cancellations after 4/13/2012. Return reservation form to:

BCMA | WISCONSIN CREDIT ASSOCIATION

Attn: Dianna Rowinski

PO Box 510157 | New Berlin WI 53151

Questions: 262.827.2880

Please duplicate this form for additional attendees. Early registration discount void after March 5, 2012. Visit [www.wcacredit.org](http://www.wcacredit.org) for more information. Confirmation will be sent to all registered attendees.