ATTENDANCE FEE: $65 per phone line
At the low cost of one registration (one fee per each phone/Internet connection), as many people as you wish in your office can attend the Webinar.

CONFIRMATION:
Will be sent to all registered attendees with easy-to-follow instructions to access the program on your PC and phone! Contact the Association if you do not receive an email confirmation in advance of the Webinar.

MEET BART FRANKEL: Bart’s career has spanned over 33 years. Most recently, he spent 22 years with United Technologies, Inc (UTC) as Manager of Financial Services for the Pratt & Whitney Division. In that role, he was responsible for a $7 billion Order-to-Cash process. Bart also served on the UTC board of Credit & Collection forum. He has also been an instructor in accounting and finance at Bloomfield College in NJ and Iona College in NY. Currently, he has a consulting practice helping companies teaching “Phone Power Collections” and analyzing the Order to Cash Process.

CASH IS KING: “Order-to-Cash Process”

Do you get paid first?
This program introduces an eleven-step process showing the most efficient ways to maximize cash flow. In today’s environment, when money is scarce, you need a competitive advantage to get paid “first” from a technical point of view.
1. The Sales Call
2. Credit Check
3. Contract Payment Terms and Conditions
4. Order Entry
5. Shipping
6. Billing
7. Collections
8. Legal Action
9. Cash Applications
10. Customer Statements
11. Customer Credit History

Within each step there is an explanation of common sense advantages to put you on the top of the paying list. Maximize your cash from the beginning to the end. Make your Order to Cash process stand out in a positive way, so you always get paid first!

WEBINAR REGISTRATION
“Cash Is King | Order-to-Cash” | Wednesday, March 19, 2014 | 9:00—10:00 AM CT

NAME______________________________
EMAIL ADDRESS________________________
COMPANY____________________________
ADDRESS______________________________
CITY/STATE/ZIP_________________________

TELEPHONE CALLING INTO WEBINAR FROM __________________________

Method of Payment (Non members are required to prepay):
___ Invoice my Company $____ (BCMA & WCA Members Only)
___ Check Enclosed $____
___ Credit Card (Please contact BCMA/WCA at 262.827.2880)

A credit or refund will only be given for cancellations received 5 days prior to the session. Please send your reservation to the Association office listed on this announcement or call 262.827.2880 to register or with questions.