

# Smart Credit Policies That Improve Collections



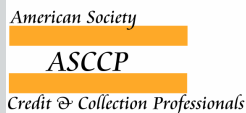
## A Webinar

THURSDAY—May 16, 2019  
9:00—10:00 AM Central Time

PRESENTED BY:  
Michael Dennis

ATTENDANCE FEE:  
\$65 BCMA/WCA Members  
\$79 all others

Continuing Professional Education Units  
1 CPE Unit & .1 CEU



At the low cost of one registration (one fee per phone/Internet connection), as many people as you wish in your office can participate in the Webinar. Easy-to-follow instructions will be sent with your confirmation! Contact WCA if you do not receive E-mail handouts and confirmation prior to the Webinar.



For more information and to register, contact:

**THE BUSINESS CREDIT  
MANAGEMENT ASSOCIATION**  
**Wisconsin Credit Association**  
PO Box 510157  
New Berlin WI 53151  
Phone: 262.827.2880  
Fax: 262.827.2899  
[www.wcacredit.org](http://www.wcacredit.org)

### WE WILL EXAMINE:

- How to develop useful guidelines for credit granting/ credit approval
- Ways to manage delinquent accounts more effectively
- How to use credit holds to your best advantage
- When and how to periodically evaluate customer creditworthiness
- How to increase sales without increasing credit risk

We will take a look at examples of policies and work instructions guaranteed to accelerate cash inflows

### MEET YOUR INSTRUCTOR:



**MICHAEL DENNIS** is a respected business trainer and author. He can be credited for the development of this and future credit, collection and finance serial training programs. Michael has more than 20 years of experience in credit management in various industries; including healthcare, construction and the auto aftermarket. His most recent publications, "Happy Customers—Faster Cash" and "Customer Profit Hacking" are available on Amazon.

### WEBINAR REGISTRATION

Credit Policy | Thursday, May 16, 2019 | 9:00—10:00 AM Central Time

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