

WEBINAR

Monday

July 16, 2012

GREAT VALUE FOR ALL YOUR
TRAINING NEEDS



TIME 9:00 – 10:00 AM Central

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 WCA if you do not receive an email Confirmation.

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1 CPE Unit

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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

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Your Customer Has SOLD THEIR BUSINESS... Now What???



We will examine the issues facing a creditor when a customer's business is sold...and especially when that customer *still owes you money!* We'll learn about potential challenges to getting paid; your company's rights; and give specific guidance about getting your money paid quickly. Topics include:

- An overview of your legal rights, and how they change depending on how the business was sold
- An overview of the Bulk Sales laws, and changes in these laws over time
- Answering these questions: Should I treat this customer any differently now that it has a new owner? Should I place the account on hold? Should I stop goods in transit? Or, should I continue with business as usual until I have more information?
- How you can use your negotiating power with the new owner, whether they plan to continue to purchase from your company or not
- What to do if you have (a) a personal guarantee, (b) an inter- corporate guaranty or (c) a security interest in the assets of the company that was just sold
- What you need to know in order to get financial statements from the new business owners
- How to deal with the most common excuses you are likely to hear when you request financial information or require payment of a past due balance
- Why it is important to request a new credit application signed by the new business owner

MEET YOUR PRESENTER

MICHAEL DENNIS has over 20 years of credit management experience. He has been an instructor for CMA Business Credit Services for the last 15 years. He is an accomplished public speaker and the author or co-author of five books on credit management. He is well known in the credit profession, and has been a featured and keynote speaker at numerous national, regional and local conferences. Michael looks forward to delivering another valuable program to you!



WEBINAR REGISTRATION - Monday July 16, 2012

"Your Customer Has Sold Their Business—Now What???"

NAME _____

EMAIL ADDRESS _____

If you are registering more than one phone connection, please duplicate this form. The \$65 fee applies per phone line. List additional attendees that will be joining you for no additional cost if you want to receive CPE credit for all participants:

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Method of Payment (Non members are asked to prepay):

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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.