

# The Case of the DISAPPEARING PROFITS



## WEBINAR

**MONDAY**

**May 10, 2010**

9:00 – 10:00 AM CST

**Presented by:**

Michael Dennis CBF

**Attendance Fee**

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**Continuing Professional  
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**WISCONSIN CREDIT  
ASSOCIATION**

The Business Credit Management  
Association

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New Berlin WI 53151

Phone: 262.827.2880

Fax: 262.827.2899

Web: [www.wcacredit.org](http://www.wcacredit.org)

This program will cover:

- Introduction—Changing the Paradigm:
  - Credit = Sales
- The new reality:
  - The credit department as a contributor to increasing profits
- 10 ways the credit department can help increase sales starting tomorrow
- Optimizing vs minimizing:
  - Why minimizing bad debt losses is not the best option for any company's credit department
- The link between improving cash inflows and company profitability
- **Thirty tips for improving operational and collection efficiency that can be implemented *today!***

### MEET YOUR PRESENTER



**MICHAEL DENNIS** has more than 20 years of credit management experience. He has been an instructor for CMA Business Credit Services for the last thirteen 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 regional and local conferences.

### WEBINAR REGISTRATION

#### THE CASE OF DISAPPEARING PROFITS

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