



WEBINAR

Great Value for All
Your Training Needs

TUESDAY

JUNE 13, 2017

TIME— 9:00—10:00 AM CT

PRESENTED BY:

Michael Dennis

ATTENDANCE FEE:

\$65 BCMA/WCA Members

\$79 All Others

Continuing Professional Education
Units—1 CPE Unit .1 CEU

American Society

ASCCP

Credit & Collection Professionals

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 registration confirmation! Contact the Association 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

Web: www.wcacredit.org

HOW TO INCREASE SALES WITHOUT INCREASING CREDIT RISK

The title says it all. How to increase sales without increasing credit risk. This program includes dozens of practical ideas, tips and tricks to enable you to increase sales without increasing credit risk.

The emphasis is on offering practical ideas to help increase sales. Concepts that are not considered to be practical for most trade creditors will NOT be addressed.

If you want to learn how to make more sales more safely, this program is for you.



MICHAEL DENNIS is a frequent & popular trainer for organizations nationwide. Michael has over 20 years of experience in credit management in various industries including healthcare, construction, and auto aftermarket. He is a published author of numerous credit and collection authoritative books, including the “Credit & Collection Handbook.” His most recent book is “Customer Profit Hacking.” He received the distinguished Credit Executive of the Year Award from BCMA in 2015 and holds the CBF, CCP and CPC designations.

WEBINAR REGISTRATION

Increased Sales | June 13, 2017 | 9:00—10:00 AM CT

NAME _____

EMAIL ADDRESS _____

If you are registering more than one phone connection, please duplicate this form. The fee applies per phone line.

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE CALLING INTO WEBINAR FROM _____

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

___ Invoice my Company \$_____ (BCMA 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.