

# HOW TO SET CUSTOMER CREDIT LIMITS CORRECTLY

## Upcoming Webinar

Presenter: Michael Dennis

Tuesday, June 14, 2022  
9:00 – 10:00 AM CDT

### Attendance Fee:

- \$65 for BCMA/WCA Members
- \$79 for Non-Members

Each phone line will be charged a fee to join the program. Unlimited attendees calling from a single connection will be charged just one fee. Discounts given for 5 plus lines joining the Webinar. Call BCMA for details.

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Setting Credit Limits Correctly is part art, and part science. In this fast paced and interactive presentation, we will examine:

- Best practices in setting the right customer credit limits
- How to determine your company's appetite for credit risk
- Common mistakes credit pros make, and how to avoid them
- Why setting credit limits is not, and never can be done only once
- Why senior management input is essential to setting credit limits correctly

**Meet your Speaker:** *Michael Dennis* is a consultant with more than twenty years' experience as a credit manager working for companies including McKesson, Black and Decker, Jorgensen Steel Company and American Hospital Supply. He authored or co-authored seven books including: "Credit and Collection Handbook", "Credit and Collection Forms and Procedures Manual", and "The Credit and Collection Manager's Concise Desk Reference." Michael has an MBA from Pepperdine University. He holds the CBF, CCP, and CPC. Certifications. Michael has been honored as Credit Executive of the Year by both CMA California and by BCMA-WI

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