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Effective Collections: The Art of Getting Paid

Upcoming Webinar

Presenter: Eddy Sumar

Tuesday, October 11, 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/WCA for details.

Register Online:

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We all heard the expression: "A sales is not a sale until the cash is in the bank." Thus, credit professional are vital in the generation, maintenance and preservation of a company's profit and cash-flow. Why? Because they are at the heart of the collection process!

The participants will learn about:

- The Cs of Collection
- Collection Strategies
- **Operation Cash-Flow: Tactical Collection Approach**
 - The six lines of defense
- The role of the telephone and personal communication
- The AW Matrix – a collection focus
- Difference between excuses and reasons
- and much more

Meet your Speaker: Eddy Sumar is the Founder of ER\$ Consulting Services in Rancho Cucamonga, California; Education and Youth Skills Development Liaison - Inland Empire Regional Chamber of Commerce; a member of the CIE-DEC 2020-2023 District Export Council; an award-winning International Trade Financing Consultant; a Consultant for the Center for International Trade Development (CITD); a member of the Guidepoint Global Advisors, and an Associate of Quote 2 Cash (Q2C). Mr. Sumar is a public speaker and enjoys writing and traveling, and is the author of many publications including: *From the Cutting Board to the Cutting Edge: Re-inventing Credit in the 21st Century* and *A Financial Odyssey—The Quest for Financial Freedom*.

WEBINAR REGISTRATION

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Questions? Email nicolet@wcacredit.org OR admin@wcacredit.org

A refund will only be given for cancellations received 5 business days prior to the session.