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Upcoming Webinar

Presenter: John Cornell

June 7, 2023
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.

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DOMESTIC CREDIT INSURANCE

You don't drive by looking backwards, do you? Why Manage Credit Risk (Bad Debt) that way?

There are many facets to Managing Credit Risk. Analysis, Leverage, and Relationships to name a few. If you spend your time and energy on process and analysis, you likely aren't maximizing the relationships, internal & external, that will make you and your organization successful.

Join us as we walk through several real-world case studies from organizations who utilize Credit Insurance for their domestic sales, why they chose to go that route.

Meet your Speaker: *John Cornell* is the founder of Crescendo Trade, Inc (CTI), a specialty Trade Credit Insurance Broker based in Wisconsin, after nearly a decade with Euler Hermes (Now known as Allianz Trade), the world's largest insurer of trade receivables. CTI works to protect companies against unexpected bad debts, helping them grow revenues and develop competitive advantages.

Prior to Euler Hermes, John worked in asset-based lending, assisting companies to get the working capital needed for success. During that time, 27 of John's clients won the Future 50 Award, given to the regions fastest growing SME's by Milwaukee's MMAC.

WEBINAR REGISTRATION

Domestic Credit Insurance
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Your Customers Always Pay...
Right Up Until They Don't

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