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Upcoming Webinar

Presenter: Eddy Sumar

Tuesday, October 16, 2024

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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Contact BCMA/WCA if you do not receive a confirmation that includes access instructions and the handouts 2 days prior to the Webinar.



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Effective Collections: The Art of Getting Paid

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! Effective Collections is an art, once mastered, will yield positive results in cash flow management, customer goodwill and loyalty, and increased sales.

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.