

# ONLINE WEBINAR

## “CASH IS KING!” Order to Cash

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#### The 11 Step Process for Effective & Efficient “Sale-to-Cash Success”

Many people are surprised that Order to Cash is the “True” collection process for most companies. It is!!!!

You will learn the eleven-step process of the Order to Cash showing you how each step done correctly will have a positive impact on your over dues. i.e. on the third step “contract payment terms and conditions”.

Do you know, if the legal department signs a contract for 60-day payment terms vs. the company’s policy of net 30 days? Or the ninth step “Cash Application”.

Often companies don’t apply payments timely or not at all, forcing the customer not to pay until the cash application on their account is up to date. Neither of these two-step examples are not necessarily under your direct control and this webinar shows how to control them. them.



**Presenter: Bart Frankel**



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**WEDNESDAY,  
SEPTEMBER 17 2025**

9:00 AM - 10:00 AM CT

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

Each connection will be charged to join the program. Unlimited attendees connecting from a single connection will be charged just one fee.

You will receive webinar access instructions and handouts the week prior to the Webinar.



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