

ONLINE WEBINAR

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The Art of Getting Paid

Proven Strategies to Improve Cash Flow & Reduce Past-Due Accounts

JOIN OUR NEXT WEBINAR

Struggling with late payments and overdue balances?

Join **Barry Elms** for this **high-energy, results-driven webinar** designed to help you take control of your collections process, confidently and effectively.

What You'll Learn:

- How to **maximize cash flow** and reduce past-due balances
- Why strong **collection skills** matter—and how to build confidence using them
- **3 essential communication techniques** for successful collections
- How to **profile past-due customers** to better understand their situations
- Smart ways to **prioritize collection calls** for maximum impact
- **6 proven methods** to motivate customers to **pay today**

This practical session delivers real-world tools you can use immediately to improve collections performance and strengthen your business's financial health.

Perfect for: Business owners, managers, and anyone responsible for accounts receivable.

Don't just ask for payment, learn how to get paid.

**WEDNESDAY,
MARCH 18, 2026**

9:00 AM - 10:15 AM CT

- **\$79 for BCMA/WCA Members**
- **\$99 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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Presenter: Barry J Elms, President of Strategic Negotiations International

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