

Effective Strategies for Collecting Accounts Receivable

Learn how to quickly and easily collect debts without losing your customer.

A power "tune-up" for AR and collections professionals!

- How credit policies can actually "invite" slow payment ... and how to use them to your advantage.
- Check your billing processes for insidious "holes" that make you wait extra days, even weeks, for payment.

How to counter every excuse, dodge, and delay!

- Counter both common and creative debtor excuses! How to overcome every conceivable type of plea!
- Winning strategies that motivate debtors to pay *you* first and fast.
- Face off with the toughest types and win! Even "deadbeats," "liars," "stallers," and "jugglers"!

What really works (and is legal) today!

- Effectively use the tried-and-true (letters, phone calls) and the popular (e-mails) in your collection efforts.
- How to remove the risk of legal troubles ... and aggressively collect what you're owed, within the bounds of law.
- 30, 60, 90 days or more past due: exactly which actions you need to take at every stage of the collection process.

Specific tips and tactics that translate into bottom-line results!

- Real tips for everyday problems: how to find missing debtors, how to "get through" on the phone, and how to deal with bad checks, broken promises, and other obstacles!
- When full payment is impossible ... how to negotiate a favorable deal.
- Before you burn out: how to keep high stress levels in check in a demanding, difficult job.

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EXCLUSIVE

**Timely Legal
Issues for
Credit & Collections**

LEGAL UPDATE

"Pie in the sky" or cash in the bank?

MAKE NO MISTAKE: accounts receivable is too important for any business to ignore ... because if goods and services sold don't quickly become cash in the bank, the result is a "pie-in-the-sky" situation that cripples your cash flow and pounds your bottom line.

CONSIDER THE ONE-DAY DIFFERENCE: in just one day, this seminar will reveal the tips, techniques, and strategies that will enable you to excel at the tough job of collecting past-due accounts. You'll learn proven approaches that cut the time, frustration, and cost of collecting the money you're owed.

Ready to love your job?

Even for the most seasoned professionals, it's sometimes very difficult to pick up the phone and "press" for money owed. It's tricky to consistently take the right approach and say the right thing.

No, we don't think that collections will ever be a pleasant encounter that you (or the debtor) will look forward to ... but we can guarantee you'll learn dozens of techniques to make you more comfortable, more confident, and more successful in your job!

- Collect more with less dunning? You *can* do it ... with these ingenious, proactive credit procedures!
- Stay in control with effective "comebacks" for every kind of excuse, stall, or delay.
- Get the money and keep the customer: how the smartest AR pros keep customer relations intact.
- When and how to negotiate: Get a favorable payment agreement instead of a bad debt write-off!
- Understand the legal implications of your actions ... and ensure that everything you do is fair, lawful, and above reproach.

Enroll now, and collect the \$\$\$ you would have otherwise "written off"!

This results-oriented seminar is designed to teach you how to collect more money faster ... without sacrificing customer relationships and goodwill. You have nothing to lose ... and everything to gain! You'll discover what a difference a day makes ... because you'll learn practical, workable AR and collection techniques that succeed in real-world settings. Don't miss it!

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Winning at Collections, Point by Point:

Seminar Point **One**:

Take a hard, new look at what you're doing now ...

When was the last time you took an unbiased, fresh look at your present procedures, strategies, and skills? Are you doing things because they work ... or because that's the way it's always been done? You'll learn the latest "intelligence" in the AR field and get a better perspective on *your* strengths and weaknesses. Plus, you'll have a clear understanding of how to use your time, resources, and energy better, for surprisingly improved results!

Seminar Point **Two**:

Fine-tune the pivotal function of collections in your organization ...

The smartest organizations understand that collections is a pivotal role ... not just because it impacts the bottom line, but also because AR professionals interact with customers and add another dimension to the customer relationship. In short, be careful! You'll learn how to "get the money" without creating resentment or hard feelings. You can motivate debtors to pay the smarter way ... we'll show you how.

Seminar Point **Three**:

Adjust your collection strategy for individual debtor "types" ...

Experienced collectors have "heard it all" ... and learned how to deal with just about any excuse, delay, or smoke screen. You'll learn exactly how to handle every kind of person, from the simply disorganized to the downright deceitful. You'll learn how to stay cool in heated situations and "stand up" to intimidators and manipulators. Forget the regret you've felt when you haven't handled situations well ... next time, you'll be fully prepared for anyone and anything!

Seminar Point **Four**:

Get it done, productively and legally ...

Like the world we live in, collections has become more complex, with some mistakes carrying severe legal consequences. Learn how to keep your activities within legal bounds, without becoming less effective. Plus, you'll learn the laws and safeguards that work in *your* favor ... and ensure that everyone's treated justly and fairly.

Seminar Point **Five**:

Build and reach agreements that stick ...

Sometimes, there's no avoiding a "gray" situation ... where prompt payment or payment in full seems impossible. Before you "write off" a seemingly hopeless situation, explore the art of negotiating. In most of these cases, you may be able to fashion "win-win" agreements that work in everyone's favor. Plus, you'll learn the vital follow-up steps that ensure everyone "lives up" to the bargain.

Seminar Point **Six**:

See tangible, bottom-line results in your very next debt cycle ...

We guarantee that this seminar will markedly improve your AR and collections efforts; from "big picture" strategies to detailed tips and how-to's, you'll learn the steps you must take to improve cash flow, conserve resources, and cut the pressure and stress ... all while improving the process, start to finish.

Is this seminar for you?

Yes, if you'd like to learn how to ...

- ... actually turn *their* excuses to *your* advantage!
- ... put more power and punch into your collection communications!
- ... organize an AR system that ensures nothing is overlooked or omitted.
- ... shorten the debt-recovery cycle.
- ... defuse angry, abusive, and argumentative debtors ... while staying calm and in control.
- ... re-energize and stay motivated ... despite stress, frustration, and failure.
- ... organize the paper explosion of aging accounts once and for all.
- ... achieve bottom-line results that get noticed and rewarded!

Effective Strategies for Collecting Accounts Receivable

Seminar Highlights
9:00 a.m. — 4:00 p.m.

An AR Policy and Procedure “Checkup”

Assess and improve current collection management

- Is your credit policy clear, concise, and airtight? Review it with our comprehensive checklist.
- The latest “e-tactics” from the smartest collectors: how to use and document e-mail to charge up collection efforts!
- Billing and invoicing: Find out if you’re losing valuable cash flow through ineffective billing procedures.
- Surprisingly easy steps that produce more on-time payments ... and reduce the total number of past-due accounts.
- Writing letters: what “tone” to use; how to write a “reminder,” an “appeal,” and a “warning” ... and the appropriate uses for each.
- The accounts receivable “paper trail” ... documentation procedures that ensure you have “hard copy” proof of the entire collection process.
- Internal policy check: Point by point, ensure you’re not overlooking vital contingency plans.
- Timely and on-time: Build a collection system that keeps you up-to-date and in control.

Collections as Customer Relations

How to walk the “fine line” and maintain customer relationships and company image.

- No gains with shame! How to collect what you’re owed and keep your customer’s dignity intact!
- Strategies to help you “get through” to anyone ... no matter how hard a customer tries to avoid your call!
- How to avoid losing the customers your company needs to keep ... and how to evaluate which customers represent valuable relationships!
- The assertive collector: how to build more positive relationships, without falling victim to manipulation.
- When a usually good credit customer “lapses” ... how to deftly handle special situations.
- Negative words and phrases that turn people off and hinder, rather than help, your efforts!
- How to motivate with the benefits of payment, instead of the dire consequences of non-payment.

Dealing With Difficult Debtors

Exactly how to handle every personality, every excuse, and every situation

- The basic types of debtors: Get to know them now ... you'll encounter them over and over again!
- Stallers, Jugglers, Deadbeats, Liars: tactics and strategies that work on the toughest types.
- How to find a "missing" debtor: Learn the tricks the experts use to quickly "track down" anyone!
- Excuses, excuses: Use these super-effective responses for virtually any excuse you'll hear!
- Common communication mistakes: words, phrases, and approaches that don't work ... and can even stall or set back your efforts.
- How to stay calm in heated situations: how to face anger, verbal attacks, or criticism from unreasonable people.
- Avoiding stress and burnout: how to stay centered in a demanding, high-stress job.

Negotiate Favorable Agreements

Take the lead to fashion "win-win" credit compromises

- Weighing the costs of collection against debts owed: When does a collection effort become a money-losing proposition?
- Factors that determine when to negotiate ... and when to stand firm.
- Workable alternatives to "payment in full" ... how to establish ground rules the debtor will respect.
- Negotiating strategies guaranteed to produce more favorable collection agreements.
- Listening and questioning strategies that get attention and spur action!
- How to ensure agreements stay on track and on schedule ... and what to do if debtors fail to uphold their end of the bargain.

Timely Legal Issues for Credit and Collections

Important steps to ensure you stay well within legal bounds

- The Fair Debt Collection Practices Act: your rights, as well as your debtors' rights, under this important federal law.
- How standards of the Consumer Protection Act affect credit and collections.
- What constitutes debtor "harassment" ... and how to steer clear of this legal risk.
- Should you resort to legal action? When it makes sense ... and when it's just senseless.
- Lien rights: when you have them, and how to use them.
- Don't just say it: specific information you should always document in writing.
- Mutual Release Agreements: their unique legal attributes and appropriate uses.
- Calling in the professionals: how to work effectively with collection agencies and attorneys.

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Learn what you're doing right ... and where you can improve.

Take a fresh, new look at your current systems, procedures, and policies; you'll discover how to increase productivity and profitability with even minor adjustments and changes. Zero in on what's working for you ... and what's not.

Why being the "bad guy" is a bad idea!

Today's past-due account may be tomorrow's important customer; smart credit professionals know how to collect monies owed without ruining relationships. So, how can you be positive without being taken advantage of? You'll learn vital strategies that not only make it possible, but also ensure that your efforts are productive and effective!

Match wits with the most deceitful debtors ... and win!

Every AR professional will face debtors that simply have no honest intention of paying. Before you "write off" these tough types, try these ingenious techniques that produce results with even the most hardened liars and deadbeats!

Negotiate your way to a better bottom line!

Master the art of AR deal-making! You'll learn to gauge when a situation is ripe for compromise ... and how to negotiate an agreement that's advantageous to you. You'll learn how to make the all-important "judgment call" of when to negotiate ... and when to stand firm!

Understand the relevant laws and avoid messy, expensive legal problems.

In this litigious age, don't forget that even deadbeats have rights ... and you can risk a lot if you overstep established legal bounds. You'll learn how to pursue debts aggressively without inviting a legal challenge.

Get through to anyone! Here's how to get your call through the heaviest screening!

Charge up collection efforts with new e-mail techniques ... faster, easier, cheaper!

Increase on-time payments ... simple steps guarantee you send fewer "past-due" notices.

Stay cool in heated situations ... how to maintain calm despite attacks and criticism.

Produce favorable payment agreements, and salvage seemingly hopeless situations!

Organize your procedures and policies so nothing gets overlooked or forgotten.

Fine-tune your billing procedures to stay consistently accurate and up-to-date.

Respond convincingly and effectively to virtually any excuse, delay, or dodge!

Feel calm and controlled in a demanding field ... cut the stress and pressure!

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. **Payment is due before the program.**

Express Seminar Enrollment! Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.
Program: 9:00 a.m. – 4:00 p.m.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the program, you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

Please Note

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).

- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail to us right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate to us for payment processing. *Thank you.*

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills relating to employment or business, expenses relating to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

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You should attend if any part of your job involves billing and collecting accounts receivable:

- Office Managers
- Collection Agents
- Bookkeepers and Accountants
- Secretarial and Clerical Professionals
- Business Owners and Entrepreneurs
- Sales and Account Managers
- Credit and Financial Managers

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GUARANTEED RESULTS!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident that this seminar will provide you with the tips and techniques you need to quickly and easily collect debts without losing customers. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *bassle-free*.

Effective Strategies for Collecting Accounts Receivable

Expert tactics to expand cash flow ... ease the cost, labor, and stress of debt recovery ... and put more money on the bottom line, faster!

- Plug the holes in your AR procedures and credit policies.
- Maintain good customer relations while collecting past-due accounts.
- Power tools and techniques for the telephone, letters, and more!
- Dealing with difficult debtors: how to collect from the toughest types!
- Negotiate "win-win" agreements to avoid bad debt "write-offs."
- Understand relevant credit laws, and avoid expensive legal hassles.
- And many more timely ideas to increase your collections success rate!

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YES! I want my collection strategies to be more productive, efficient, and effective. Please enroll me today.

ID# 910364

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2	YOUR ORGANIZATION Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ E-mail Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> Express Enrollment Please <input type="checkbox"/> e-mail or <input type="checkbox"/> fax my confirmation to me within 48 hours.
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