

Your organization's success depends on your ability to get the money it's owed – now more than ever!

Super-Effective Techniques for

Collecting Accounts Receivable

Times are tough for people, making your job even harder and more stressful. If you're looking for new, easier ways to collect the money your organization is owed, look no further. This workshop has the secrets you've been waiting for.

- ◆ Discover proven techniques for collecting more money – more quickly and easily than you thought possible
- ◆ Master incredibly effective ways to overcome any excuse that comes your way
- ◆ Learn the keys to building rapport so you'll win debtors over to your way of thinking
- ◆ Understand the essential components of successful collection letters
- ◆ Gain dozens of specific “what to say when” phrases that'll come in handy every day
- ◆ Learn the secret to dealing with abusive, angry customers – without losing your cool
- ◆ Discover expert techniques for reenergizing after you've had an upsetting call or confrontation



See Page 5

Enroll today online at www.NationalSeminarsTraining.com or call 1-800-258-7246.

If Any Part of Your Job Involves **Collecting Money,** This Seminar Is an Absolute Must for You!

There is a lot to know about collecting overdue accounts. But that's no news to you, because you've experienced firsthand how difficult it can be to get people to pay what they owe.

There isn't a single aspect of your job that's easy: You've got to stay on top of tons of accounts, remain upbeat when everyone seems to be avoiding your calls, deal with angry customers, hear every excuse under the sun, and send countless collection and follow-up letters that have to be worded just right, in addition to handling legal issues that can get downright sticky.

You know there's got to be a better way – an easier, faster, less stressful method – to collect the money your company is owed in a timely fashion.

A seminar just for you!

Luckily, there is a better way! We developed *Collecting Accounts Receivable* because professionals like you asked for training that would get them up to speed on all the nuts-and-bolts issues involved with collecting overdue money. Filled with invaluable tips, how-to's, and legal dos and don'ts, this intensive learning session covers all the bases ... in just one day!

Attend and you'll learn ...

- ◆ Proven techniques for collecting more money – more quickly and easily than you thought possible
- ◆ Strategies for getting accounts current while maintaining goodwill with valued customers
- ◆ Tips for getting prompt payment after just one telephone call

- ◆ Incredibly effective ways to overcome debtors' excuses, lies, and complaints
 - ◆ Keys to building rapport so you'll win debtors over to your way of thinking
 - ◆ What your organization's legal rights and limits are
 - ◆ Exactly what has to be included in a collection letter ... and just as important ... what should NOT be included
 - ◆ How to work successfully with outside collection agencies
 - ◆ When and how you should consider legal action to collect a past-due account
- And much, much more! (See pages 4-5 for your comprehensive agenda.)

Collections 101

Let's face it: If you've spent any time collecting past-due accounts, you've already built some "collections know-how" from a famous institution – The School of Hard Knocks. And the very first thing you learned was that it's not easy asking people for money, even when you have every right to expect them to pay up – and pay up now.

The next thing you probably learned is that people who owe your company money can be defensive, angry, insulting, full of excuses, and are often fully prepared to "hammer the messenger" – which, of course, is you.

It's a tough, sometimes high-stress job that won't get any easier by itself – you simply MUST build an arsenal of techniques for combating the many challenges you're bound to come up against.

That's why it's so important that you attend this workshop ... it teaches you so many important techniques and skills that would take years to learn on your own, including ...

- ◆ The secret to dealing with abusive, angry customers – without losing your cool
- ◆ Practical tips for making your job easier and less stressful
- ◆ Techniques for soothing irate and irrational customers
- ◆ Ideas for reenergizing after you've had an upsetting call or confrontation
- ◆ How to use tickler files to ensure you follow up when you said you would
- ◆ Strategies for staying in control of the conversation when debtors try to steer you off track
- ◆ Dozens of specific "what to say when" phrases that'll come in handy every day

The bottom line ...

You play a critical role in your organization – one that has an immediate, direct impact on your company's bottom line. While it's no piece of cake to tell customers they're behind in payment, it's a vital aspect of conducting business that's got to be done.

Quite simply, your organization's financial health depends on your ability to stay on top of your workload and do your job well. *Collecting Accounts Receivable* will help you be more productive, more effective, and more confident on the job. And it'll equip you with the tools you need to wipe out much of the stress and frustration that might otherwise weigh you down. When you think about it, that's a whole lot to gain from just one day away from the office!

10 More **BIG** **BENEFITS** of Attending ...

1. **Get debtors to pay more quickly.**
2. **Deal with customers with more tact, skill, and confidence.**
3. **Overcome customer excuses.**
4. **Bring in more money with your collection letters.**
5. **Stay out of legal hot water.**
6. **Avoid the mistakes commonly made by collectors who aren't skilled in the art of collecting.**
7. **Stay motivated and upbeat.**
8. **Master super-effective telephone collection techniques.**
9. **Get organized – keep track of all your receivables with less effort and more success.**
10. **Come across as an authoritative presence that commands respect.**

Satisfied Customers Give Rave Reviews for National Seminars Group

"This workshop has been a refreshing experience. I've learned lots of things to apply to my work situation."

— J. Green, Belden Wire & Cable

"It amazed me how so much material from so many different avenues could be covered in so short a time period. Very encompassing, informative, and enjoyable. Really great instructor!"

— B. Hovanetz, INVACARE Corp.

"I can't wait to get started with implementing some of the ideas that were shared today."

— L. Rowland, Community Health Care Plus

Your Money-Back Guarantee of Complete Satisfaction

At National Seminars Group, we've built our reputation as one of the world's top career trainers using a simple principle: You must be completely satisfied or we'll refund your money – every penny of it!

We guarantee the solid skills you'll gain at *Collecting Accounts Receivable* will give you new insight into your job responsibilities, arm you with new tools that will boost your effectiveness and increase your efficiency, and save you and your company time (and money!) by introducing you to "safety nets" that will ensure nothing slips through the cracks. We promise you'll receive all this and more – or we'll give you your money back. **GUARANTEED!**

Super-Effective Techniques for Collecting Accounts Receivable

Your Complete Workshop Agenda

Workshop hours: 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.

Managing and Controlling Your Receivables: Setting the Stage for Getting the Money You're Owed

- When is it time to collect? Understand when it's time for action – and what action to take
- How to steer clear of the collection mistakes made most often
- Does your company's credit policy ease or impede collections?
- Tools of the trade: staying organized and in control of your massive workload
- Why no business can afford to ignore collections
- Power techniques for keeping track of what you're owed
- What you can do to prevent many accounts from becoming past due
- The importance of using up-to-date and accurate information

Secrets of Successful Collectors Revealed

- Putting yourself in the debtor's shoes: why people don't pay
- Why you'll be more effective in collecting if you make it as painless as possible for the debtor
- How to stay positive when you're surrounded by so much negative energy
- Keys to establishing a rapport with debtors that helps you collect more money fast!
- Smart tactics that help you ease the debtor's defensiveness
- Maintaining goodwill so you don't lose potentially good long-term customers
- When to turn up the heat – and when finesse will get you further, faster

- Be consistent – always follow up when you say you will
- Tactics to use when a debtor blatantly lies
- How to handle "special" collections situations – including when a debtor writes a bad check, how to get full payment from someone who thinks a partial payment is enough, and more
- When – if ever – should you agree to settle a balance for less than the total amount owed

The Telephone as Your Most Powerful Collections Tool

- The importance of adopting a positive frame of mind before you make the call
- Maintaining a client status report – important info you need to keep tabs on
- Getting past the gatekeepers who prevent you from speaking with your debtor
- When's the best time to make collections calls?
- Should you ever put a debtor on hold?
- Listening and questioning skills that'll prove invaluable in getting customers to pay up
- What days are "prime" collection days?
- Essential follow-up documentation to phone conversations
- Does the debtor have the right to demand that you not call again? You may be surprised at the answer!
- One thing you should never do with a client – argue!
- Soothing the irate customer
- Reenergizing after you've had an emotionally upsetting call
- Establishing a rapport with clients – especially those you know you'll be working with in the future
- How to handle abusive insults and yelling

Excuses, Excuses! Handle Them With Confidence and Finesse

Learn how to handle every excuse under the sun, including ...

- I never received a bill for the product or service ...
 - you probably never sent it!
 - you sent it to the wrong place.
 - you sent it to the wrong person.
- I misplaced the bill – when you send another, then I'll pay.
- The check's in the mail.
- I just don't have the money right now.
- Our computer prints all checks at the end of the month.
- We're having serious cash flow problems – but we're good for it.
- The boss is out of town and no one else has the authority to approve checks.
- I lost my job and can't afford to pay.
- We're expecting a big check in a month and then we can pay the balance IN FULL.
- The computer is down so we can't print any checks right now.
- I don't owe what you say I owe you.
- Those weren't the payment terms I agreed to!
- I'm sure we've already paid that bill – your records must be wrong.
- This bill is way too high – I'm not about to be overcharged!
- We're in Chapter 11 right now so you'll have to wait like everyone else.

Collection Letters & Written Documentation of Conversations

- How to make sure your collection letter is opened – and read!
- How many collection letters are too many?

- What you should always include along with your collection letter
- When should you threaten legal action? And, just as important, when is it a BIG mistake?
- Phrases and words that do NOT belong in a collection letter
- Standard reminder letters – when to send and what to say
- Follow-ups: the importance of doing what you said you were going to do
- Documenting a debtor's payment plan agreement – get it in writing!
- Using certified mail – when and why
- Final notice: what to say and how to make sure the debtor understands you mean business
- Gentle reminders for people who usually pay on time

Legal Issues

- Can a debtor sue you for harassment? Yes – learn when and how
- What you need to know about Mutual Release Agreements
- Promissory notes – secured vs. nonsecured
- What are your options when you know – without a doubt – that the debtor has no intention of paying
- Working with outside collection agencies
- What you need to know about federal laws that apply to collections, including the Fair Debt Collection Practices Act and Consumer Credit Protection Act
- Don't put yourself or your company at risk: Learn which laws collectors violate most often
- Tips for tracking down customers who've skipped out on their debts
- What you need to know about bankruptcy and collecting the money you're owed



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Become a STAR12 member today for only \$599*, which allows you to attend **Collecting Accounts Receivable** – or any other seminar in the STAR12 learning collection – for FREE! Call 1-800-258-7246.

*\$599 entitles you to a Gold-level individual STAR12 membership.

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Recommended Resources From Our Training Experts ...

Understand the guidelines and increase success on collection returns with your Collections Resource Kit!

Collection Management Handbook

The ultimate guide to aid in the process of collections. This valuable resource is the perfect tool to ensure your collecting process is successful every time! (1 Hardback, 284 pages)

Understanding and Complying With the Fair Debt Collection Practices Act

Our legal experts have examined the FDCPA and its latest changes and have boiled down this confusing, complex law into one, easy-to-understand hour. (1 Audio CD)



FREE Bonus Product
How to Collect More Money
(1 Audio CD)



Satisfaction 100% guaranteed!

Item No. CAR0310 ... Retail price: \$339
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To order, call 1-800-258-7246 or see order form on page 7.

To Enroll ...



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Call toll-free
1-800-258-7246



FAX the completed registration
form to 1-913-432-0824



or Mail the registration form to:
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P.O. Box 419107
Kansas City, MO 64141-6107

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE! **Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

Cancellation: If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing Education Credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

CNE: Rockhurst University Continuing Education Center, Inc. is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Tax Deduction: The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

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REGISTRATION FORM

1. Enrollment Fees

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only and cannot be used for STAR12 memberships.

STAR12 Gold Membership*: \$599

Join STAR12 and Attend This Event for FREE!

*\$599 qualifies you for a Gold-level STAR12 membership and entitles you to a full year of unlimited FREE access to every seminar in the STAR12 learning collection. Your membership will be activated upon receipt of your membership dues. For more information, visit www.natsem.com/STAR12.

2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. _____ Title _____

E-mail Address _____

City/Event #: _____

2. Mr./Ms. _____ Title _____

E-mail Address _____

City/Event #: _____

Please send me ____ copies of *Collections Resource Kit* (Item No. CAR0310) at \$199 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 4.

3. Company Information (Please Print) *Phone required in case of last-minute changes.

Organization _____

Address _____ Mail Stop _____

City _____ State _____ ZIP _____

Approving Supervisor: Mr./Ms. _____

E-mail Address _____

*Phone _____

**Fax _____

Sign here _____

**This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.

4. Method of Payment

If you have registered by phone, please record your confirmation number here:

Check payable to National Seminars Group is enclosed

Charge to: MasterCard VISA American Express Discover Diners Club

Card No. _____ Exp. Date _____

Signature _____

Bill my organization; Attn: _____

(Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational, and health-care organizations only)

5. Important: Your VIP Customer Number

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SD, CT, and WV residents, please add applicable sales tax to your payment. If you are tax exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

Program hours: 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.

Workshop Schedule



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