

Managing Credit, Accounts Receivable and Debt Recovery

Credit
risk management
for a healthier
financial
status

7th - 8th April 2011
:: SYDNEY

11th - 12th April 2011
:: MELBOURNE

The global financial crisis may be behind us but even now companies are still reeling from its effects. Recovery of credit or debt collection becomes more common as borrowers struggle to pay off what they owe. How do you avoid falling into the trap of lending to non-payers?

Tonkin Academy's seminar on **Managing Credit, Accounts Receivable and Debt Recovery** is tailored to help people working within the credit management field especially accounts receivable and debt collection to avoid taking unnecessary risks by knowing their rights and obligations under the new law reforms. At the same time, discover how to add value to your company by creating a practical and successful credit and collection process as well as manage disputes professionally.

Under the guidance of our course director, David Hall, participants can expect to have some of these main ideas covered in the two day seminar:

- IDENTIFYING relevant legal issues – PPS Reform
- RECOGNISING affordability and identifying hardship
- IMPLEMENTING a practical and comprehensive credit management strategy
- COMMUNICATING clearly and effectively – Making your point
- IDENTIFYING practical approaches to balance credit risk and customer relationships
- REVIEWING the essential requirements of a sound credit policy
- DEVELOPING water tight credit applications

Who Should Attend?

- Head of Credit/
Credit Manager
- Credit Controller/Credit Risk
- Head of Finance
- Finance Manager
- Debt Collection Manager
- Accounts Receivable Manager
- Customer Relationship Manager

YOUR COURSE DIRECTOR:



David Hall, *Founder,*
Credit Guru Group

David Hall is the founder of the Credit Guru Group (CGG), a credit and collections management expert with more than 15 years experience in the banking, finance and IT sectors.

A former **Australian Institute of Credit Management** president for New South Wales, David's focus is on business strategies that are informed by robust statistical analysis which deliver measurable returns on investment. He delivers credit management services to a client list that includes **Sun Microsystems, NSW Dept of Health, Mars Corporation, and Betta Electrical** by assisting CFOs and financial controllers as they tackle operational issues such as cash-flow management, risk analysis and business re-engineering.

A certified trainer and black belt holder in Six Sigma, David uses this knowledge to identify and remove defects in business processes. He has held Senior Management roles at **St George Bank** and **Sun Microsystems**. At Sun, David held Regional Asia Pacific and Global roles for Credit/Risk/Collections/Dispute and Project Management. His most recognisable achievement was when he partnered with global 3rd party collection and credit software providers to provide world class strategies and solutions that ultimately reduced risk, improved DSO and quality of aged debts. Moreover, David also led a team to implement and provide a deep dive analysis for the largest single deployment of Oracle 11i world wide.

INDEPENDENT *guru*
Credit SOLUTIONS

Researched by:



REGISTER NOW - SEATS ARE FILLING FAST!!!

www.TonkinCorporation.com

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COURSE OUTLINE

8:30 Registration - 9:00 Start

DAY ONE

MORNING SESSIONS

Managing Credit & Collections: Adding Value To Your Company

- Understanding of the overall concept of credit and collections
- Re-visiting the purpose of credit control and debt collection: Collecting your money on time
- Defining effective collection techniques

Developing & Maintaining A Successful Credit & Collection Process

- Creating, understanding and maintaining a credit policy for your company
- Using pre-payment incentives, customer rewards and accounts receivable team incentive plans to achieve goals
- Designing solid credit applications with essential terms and conditions

Interactive session: Know your collection process

Granting Credit & How To Analyse Risks Associated With Them

- Producing sound decisions and monitoring credit-worthiness to minimise risks
- Analysing financial ratios to determine credit risk and underlying financial performance, including Scorecard weighting
- Introducing benchmarks within your company and incorporate industries that use 3rd party credit reporting and ASIC data
- Utilising credit insurance to assist with a high-risk customer

Interactive session: Demonstration of some useful tools / systems

AFTERNOON SESSIONS

Handling Dispute Management

- Dispute management plans: Introducing timelines and Service Level Agreements (SLAs)
- Discussing communication tactics, requirements on tracking disputes, reporting and systems
- Working through the dispute process to identify the root cause

Interactive session: Working examples / Case studies

Working With Sales & Credit Teams: Friend Or Foe?

- How to work hand in hand
- Review the Sales and Credit teams and potential conflicting goals

Interactive session: Practical exercise / Case studies

5:00 Close of Day One

Lunch, Morning and Afternoon Tea will be provided

9:00 Start

DAY TWO

MORNING SESSIONS

Understanding Personal Property Security (PPS) Reforms?

- How changes in regulation affects you and your company?
- Clearing misunderstandings and ambiguities in clear, easy to understand terms surrounding the law reforms and the new *PPSR Act* scheduled to take effect on 30th May 2011
- How the process works and how you can make it work for you

Avoiding The Cost Of A Bad Debt

- Achieving a short Day Sales Outstanding (DSO) and promoting healthy cash flow
- Illustrate the cost of a bad debt and how it really affects you

AFTERNOON SESSIONS

Applying Great Communication & Negotiation Techniques

- Learning to understand your customers from beyond the office to face-to-face
- Understand the psychology of the receivable profession
- Create win-win situation: Maintain customer service and recovery management balance
- Building rapport with your debtors / customers even with the most difficult and demanding people, including your internal customers!

Increasing The Effectiveness Of Your Credit & Collection Team

- Techniques to increase efficiency and boosting moral for credit collection
- How to make time for non-value added tasks and daily tasks
- Incentive plans
- DSO / Aging - What should I use to assess my receivables?

Wrap up: In summary

5:00 Close of Training Course

“ David offers a wealth of knowledge; experience and talents that combined with his core values and holistic approach make him a valuable asset to any organisation and everyone he interacts with. Whether designing a new process or improving upon an existing one, David remains focused and driven to achieve the desired result, accepting nothing less than 100%. David is reliable, decisive, professional, goal oriented and a pleasure to work with. ”

Denise Sevalt, Global Program Manager, Oracle Implementations

REGISTRATION FORM: MANAGING CREDIT, ACCOUNTS RECEIVABLE AND DEBT RECOVERY - ACC14

REGISTER BY: Phone: 61 2 9224 6055 Fax: 61 2 9224 6066 Email: capricornia@TonkinCorporation.com Online: www.TonkinCorporation.com
Mail: Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

VENUES AND DATES

SYDNEY : 7th - 8th April 2011 :: The Grace Hotel **MELBOURNE:** 11th - 12th April 2011 :: Rendezvous Hotel

VIP Code

YOUR INVESTMENT <i>(expressed in Australian dollars and including gst)</i>	EARLY BIRD DISCOUNTS					STANDARD RATE
	Register and pay by:					
	28 Jan 2011	4 Feb 2011	18 Feb 2011	4 Mar 2011	18 Mar 2011	
2 Day Training Course	\$2,748.90	\$2,858.90	\$2,968.90	\$3,078.90	\$3,188.90	\$3,298.90

Please Indicate Your Selection: SYDNEY MELBOURNE

GROUP DISCOUNT (only one discount may be claimed per delegate): Register and pay for 3 or more delegates from the same company, at the same time, for the same event to achieve a **15% SAVING** off the gst-inclusive Standard Rate.

YES, please register me for the above conference. To register multiple delegates please photocopy this form. Today's date / /

Name:

Job Title:

Company:

Postal Address:

City: State: Postcode:

Telephone: Facsimile:

Email:

PAYMENT METHODS

ABN 72 092 933 894

- EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.
- CHEQUE: Please make out cheque to Tonkin Corporation Pty Limited. Please quote **ACC14** on the cheque or the eft.
- CREDIT CARD: Please charge my VISA DINERS* MASTERCARD AMEX*
* A credit card fee of 2.5% will apply for Diners or Amex

in the amount of \$ _____

Card No.:

Expiry Date: /

Cardholder's Name:

Signature :

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$200 service charge (including GST), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.