

**Collecting debts** through the phone is an art. The telephone collector must employ the right techniques, human psychology and the appropriate words to motivate debtors to pay. Moreover, practical methods must be used on "hardcore" debtors into paying. This workshop aims to impart skills to help companies GET results with their collections. The knowledge gained will be more than to compensate for the small investment you have to make to attend this course.

In this workshop, participants will be provided with practical and real-life cases to analyze, discuss, formulate strategies and to work out feasible solutions in groups. The practical exercises in this workshop will allow participants to gain thorough and firm grasp of all the crucial issues, tools and techniques involved in debt collection through telephone. This course is structured to be PRACTICAL, INTENSIVE and RELEVANT to your everyday situations.

### Course Outlines

- **Laying the Groundwork to Make Telephone Collection Effective**
  - Pre-call preparation
  - Routine vs. "overdue" calls
  - Effective words to open the door
  - Effective methods to reach the decision maker
  - Methods to start a telephone conversation
  - The dialogue
  - The tone of the voice
  - Ways of developing tact
  - Methods in getting the commitment to pay
- **The Telephone as a Collection Tool**
  - Impact and effectiveness of telephone collection
  - Limitations of the method
- **Handling the Problematic Debtors**
  - The art of getting your call through the right person
  - Controlling the situation
  - Listening to what debtors have to say
  - Language of the trade
- **Negotiating for payment**
  - Incentives for payment
- **Overcoming Objections and Excuses**
  - "Statement not received"
  - "Inaccurate statement"
  - "It's in the mail"
  - "Signatories are away"
  - "Goods are defective"
- **Telephone Collection Workshop**
  - Planning your strategy to get results
  - Making routine calls
  - When to show debtors you mean business
  - Using the language of the trade
  - Practical session
- **The Telephone Call in Relation to Other Collection Instruments**
  - Letters and reminders
  - Fax and telex
  - Collection agency
  - Legal alternative

### About the Trainer – Mr George Goh

George has more than 20 years of practical experiences in the areas of credit management, debt collection and credit insurance. He has worked with various organizations including Le Meridien Hotel, Transnational Group of Companies, Vikay Industrial Ltd and Dun & Bradstreet, to name but a few. His previous career also includes employment with Credit Information & Debt Collection Agencies: Dun & Bradstreet, providing credit reports, debt collection services including legal pursuits to recover debts all over the world. His work experiences in credit risks management expands even into the area of credit insurance coverage for companies to insure their most valuable current assets –the trade receivables and to use this credit enhancement and mitigation tool as collateral for financing arrangements with Financial Institutions.

# New Age Tool of Debt Recovery



Decide with Confidence

**Date:** 19 June 2009, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$375 for D&B Subscriber [ ] S\$455 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 18 May to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
[ ] \* VISA [ ] Mastercard [ ] Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*GST applies for cheque & credit card payment)*

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances