

# Writing To Collect Debts

## By Bryan Martin



Decide with Confidence

This program is designed to help people who often write letters of reminders to expedite the overdue payment process. Businesses often have to chase overdue payments in order to keep their accounts up-to-date and their books balanced. This one-day workshop will equip you with the essential skills on how to make your letters of reminders effective. In addition to writing skills, participants will also be taught the proper and effective techniques for making follow-up calls to debtors. Numerous samples, templates and case studies will be used to equip participants with the know-how and skills to write better letters of reminder.

### Outline

#### INTRODUCTION

- The styles and approaches to business writing today
- The fundamentals of collection letters and emails
- Understanding the different stages of debt
- The different categories of collection letters and emails
- When to use which type of letter/email when collecting debt
- The Do's and Don'ts of collection letters

#### CATEGORIES OF COLLECTION LETTERS AND EMAILS

- The Reminder collection letter
- The Inquiry collection letter
- The Appeal collection letter
- The Ultimatum collection letter
- Useful phrases and words to capture attention and persuade

#### WRITING LETTERS OF REMINDER

- Concise writing techniques
- Using the right approach
- Understanding legal liabilities in writing
- Format and structure for letters of reminder
- The usage of tone when writing a letter of reminder
- How to emphasize content and tone through the use of words and phrases
- Substantiate the arguments/points to get to the readers
- Ways to emphasize urgency and expediency when writing letters of reminder

#### POST WRITING STRATEGIES

- The follow-through processes
- The importance of collection calls
- The 4 parts of a telephone collection call
- Conveying urgency and action

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### Trainer Profile – Mr Bryan Martin

Bryan Martin has a combined 20 years of experience in sales and customer relations in the transportation, shipping and logistics sectors. He spent 15 of those years in people management. During this tenure he managed key global accounts in the Asia Pacific region.

His professional experience has given him valuable experience in the fields of people management, servicing customers and business strategy formulation. Bryan's has also been actively engaged in various capacities ranging from training of personnel, customer relationship management and knowledge management.

Bryan's professional expertise and experience and down-to-earth nature allows him to connect well with the participants he trains as he is able to ensure his sessions are kept relevant to the needs and expectations of his participants. Bryan has worked with participants from organizations both in the public and private sector in his capacity as a training consultant. These include companies such as the Housing & Development Board, Singtel among others.

His core areas of expertise in training and development include interpersonal skills, customer relations, teambuilding, personal effectiveness, public speaking and knowledge management. Bryan Martin is currently an associate consultant with regional training consultancy firm in Singapore.

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**Date:** 15 May 2012, 9am – 5pm

**Venue:** TBA

**Fee:** [ ] S\$530 (before GST) for D&B Subscriber [ ] S\$640 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 15 April to receive a 10% off usual fee**

**GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

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

## Participant's Profile

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company 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:** \_\_\_\_\_ *(\*7% 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 (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. 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 cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.