

# Writing to Collect Debt



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.

## LEARNING OBJECTIVES

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On completing this program, participants will

- Learn the proper format and style for writing reminder letters
- Learn how to use specific words and phrases to your advantage
- Learn how to write persuasively for added impact
- Understand the technicalities of reminder letters
- Tailor their letters for the intended audience
- Use the right tone and style when writing to get a response from your customers
- Master the techniques used for follow-up phone calls to expedite payment

## WORKSHOP OUTLINE

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### BASIC ELEMENTS IN WRITING

- The styles and approaches to writing
- Letters of reminder presentation format
- Understanding the rules of open punctuation
- Fundamentals of good business writing
- Concise writing techniques
- Sentence construction style and structure
- Using the direct and indirect approach
- Paragraphing styles and rules

### WRITING LETTERS OF REMINDER

- Format and structure for letters of reminder
- The usage of tone when writing a letter of reminder
- Useful words and phrases to use for added impact
- How to emphasize content and tone through the use of words and phrases
- Ways to organise and phrase your communication convincingly
- Substantiate the arguments/points to get to the readers
- Effective application and delivery techniques
- The follow-through processes
- Ways to emphasize urgency and expediency when writing letters of reminder

## ABOUT THE TRAINER – MR MATTHEW JAMES

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Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work.

Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevrontexaco, Land Transport Authority, Nokia and the Singapore Police Force.

Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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**Date:** 7 April 2008, 9am – 5pm  
**Venue:** Grand Park Plaza Hotel, City Hall

**Fee:** [ ] S\$380 for D&B Subscriber [ ] S\$440 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 15 Feb to receive a 10% off usual fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

**Fax the completed registration form to 6318 7832**

## Participant Profile

**Name 1:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

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

**Name 2:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

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

**Name 3:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

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

**Name of Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **(S)** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Liaison Officer:** \_\_\_\_\_ **Designation:** \_\_\_\_\_

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

## Mode of Payment

D&B subscription units (Account no: \_\_\_\_\_)

Cheque (7% GST applies) and made payable to **Dun & Bradstreet (Singapore) Pte Ltd**

VISA / Mastercard (7% GST applies)

**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_

**Signature:**  
\_\_\_\_\_

## Cancellation & Substitution 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. A full refund will be made for cancellation received in writing 7 days before seminar date, and 50% refund will be given for cancellation received 3 days before seminar date. Regrettably, no refund will be made for cancellation received within 3 days before the seminar date. 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.