

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.

Key Benefits of Attending --- On completing the 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

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 organize 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

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: 23 July 2008, 9am – 5pm
Venue: Grand Park Plaza Hotel, City Hall

Fee: [] S\$380 for D&B Subscriber [] S\$460 for Non-subscriber
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 23 June 08 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(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 (+GST) Payable to: **Dun & Bradstreet (Singapore) Pte Ltd**
[] VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____

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.