Centre for Management Technology®
into our 26th year

2-Day intensive program on:

Professional Credit Management And Debt Recovery Skills

12-13 May 2009 | JW Marriott Hotel Kuala Lumpur

FOCUSING ON

- Introduction To Credit Policy And Control
- Litigate Or Negotiate?
- Common Difficulties
- Speaking Skills
- Listening Skills
- Questioning Skills
- Interpersonal Skills
- Negotiating Skills
- Meeting Customer Needs
- The Effective Collection Call
- Getting Results
- Personal Action Plan

INTRODUCTION

How much would it be worth to you to have the professional debt recovery skills necessary to get the job done the way you know it can be done? Can you even put a dollar amount on it? After all, for years you've been losing cash because of receivables that age until they are either written off or returned to your clients.

Sure, you had every intention of getting them resolved, but both you and your staff just didn't practice the professional credit control and debt recovery techniques that pros have used for years to maximise cash flow with minimum effort.

However, that was yesterday because…

Now you can enhance your debt recovery negotiation skills in a hard-hitting practical skills training workshop that's designed to produce the expertise that you require!

This intense two-day course is designed to build the skills that every professional needs - in the exact order that ensures learning, retention and performance. Learn proven practical debt recovery negotiation skills in a sequence that has proven to be on target with developing confident, skilled debt recovery negotiators.

AFTER ATTENDING THIS COURSE, YOU WILL RETURN TO YOUR JOB…

1) Understanding **how credit policy and management impacts collection**.
2) Learning how to **decipher legal process**.
3) Finding out how to **plan an appropriate strategy for collection calls**.
4) Knowing how to **project a positive, professional but appropriately determined attitude**.
5) **Using motivation rather than coercion as a persuasion method**.
6) Learning how to **collect payments and maintain a profitable relationship with the client**.

METHODOLOGY

- Lectures
- Group Discussion
- Practical Workshop

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at **www.cmtevents.com** for the most up-to-date information.

Day 1
Tuesday, 12 May 2009

9:00 **INTRODUCTION TO CREDIT POLICY AND CONTROL**

- The 5 "C's" of Credit
- The International "C's" of International Risk Management
- Illusions of Credit Risk Management
- Risk Management: Best Practices

10:30 Morning Coffee

10:45 **THE IMPORTANCE OF A WRITTEN CREDIT POLICY**

- Uses for a Written Credit Policy
- Necessary Issues to be Addressed by the Credit Policy
- Credit Policy Do's and Don'ts
- Credit Policies Governing Follow Up on Past Due Accounts
- Credit Policies for Customer Financial Analysis
- Credit Policies for Sub-Standard Credit Risks
- Credit Policies for Automatic Order Approval
- External Influences on Credit Policy

LITIGATE OR NEGOTIATE?

- Deciphering Legal Due Process
- Understanding Legal Judgments

1:00 Lunch And Zohor

2:00 **COMMON DIFFICULTIES**

- How Communications Can Break Down During The Call
- Avoiding Misinterpretations
- The Main Reasons For Not Paying
- Dealing With Evasion, Delays, Complainers And Objectors

Practical Workshop:

SPEAKING SKILLS

- Qualities Of An Effective 'Voice'
- Developing A 'Voice' That Gets Respect And Results
- First Impressions And Personal Effectiveness
- Voice Quality, Inflection And Pacing

3:30 Afternoon Tea

3:45 *Practical Workshop:*
LISTENING SKILLS
- Types Of Listening, Improving Listening Skills
- Levels Of, And Barriers To, Listening
- How To Determine What Is Really Being Said
- How To Become An Active Listener

Practical Workshop:
QUESTIONING SKILLS
- When And Why To Ask Questions
- How To Structure Questions That Get Results
- How To Get The Information You Need While Maintaining A Good Working Relationship

5:00 End Of Day One

Day 2
Wednesday, 13 May 2009

9:00 *Practical Workshop:*
INTERPERSONAL SKILLS

Part 1:
- The Basics Of Human Behavior
- Identifying What Motivates Specific Types Of People
- How Different Customers Respond To Specific Payment Appeals

Part 2:
- How To Interpret Key Verbal Cues
- Understanding And Using Strategies For Working With Different Types Of Customers

10:30 Morning Coffee

10:45 *Practical Workshop:*
NEGOTIATING SKILLS
- Power Sources
- Negotiating Strategies That Maximise Recovery
- How To Avoid Common Negotiating Errors
- What To Do When Negotiations Reach An Impasse

Practical Workshop:
MEETING CUSTOMER NEEDS
- Dealing With Clients In A Variety Of Emotional States
- Handling Confrontations With Angry Or Abusive Clients
- Guiding Customers To A State In Which There Is A Willingness To Pay

1:00 Lunch And Zohor

2:00 *Practical Workshop:*
THE EFFECTIVE COLLECTION CALL
- Developing A Payment Demand That Works
- Gathering Financial Information In A Way That Maintains Customer Contact
- Pre-Call Planning, The Basic Steps Of Collection Calls
- Getting Through To The Right Person
- Your Opening Statement
- Precision Questioning
- Handling Objections
- Transition To Payment Arrangement

3:30 Afternoon Tea

3:45 *Practical Workshop:*
GETTING RESULTS
- Obtaining Commitment To Bring The Account Up To Date
- Negotiating An Agreement
- Resolving The Debt With Minimal Effort In Record Time
- Closing The Call

PERSONAL ACTION PLAN
- Each Delegate Writes Their Own Action Plan To Enable Them To Transfer Their Skills To The Workplace

5:00 End Of Program

WHO SHOULD ATTEND

This practical professional skills workshop is designed to help participants build confidence and develop the necessary proficiency and techniques in order to collect an overdue account whilst continuing a profitable relationship with the customer.

This course would be of great benefit to:
- Directors
- Managers
- Accountants
- Finance and Administrative Managers & Executives
- Financial Controller
- Credit Controllers
- Company Secretaries
- Bankers
- Financial Planners
- Business Entrepreneurs

REGISTRATION

PROFESSIONAL CREDIT MANAGEMENT AND DEBT RECOVERY SKILLS

Name
Position
Email
Name
Position
Email
Tel Fax

Company
Address

City/Postcode Country
Approving Manager's Name
Position
E-mail

Update your details at www.cmtevents.com

090477 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/ tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	**RM1695**	**RM1495 (MIN SAVINGS OF RM600)**

** Terms and conditions apply.*

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to **"Centre for Management Technology Sdn Bhd"**

Photocopy Registration Form to Preserve Brochure Copy. April 2009

TO REGISTER

Online : **www.cmtevents.com**
Email : **adminkl@cmtsp.com.sg**
Fax : (603) 2162 6393
Tel : (603) 2162 7322
Post to : Lot 7.03, 7th Floor, North Block, The Ampwalk, 218 Jalan Ampang, 50450 Kuala Lumpur

TELEGRAPHIC TRANSFER

Account Name: **Centre for Management Technology Sdn Bhd**
A/C No: **3 - 0903390 - 12**
Bank: Public Bank Berhad
Branch: Grd Floor, Menara Public Bank Jalan Ampang
Swift Code: PBBEMYKL

TT must include additional RM10 for Beneficiary's Bank charges. ***Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.***

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each program. This serves as evidence of your personal and professional commitment to you career.

PROGRAM TIMING

Registration: 8.30 am, Program Begins: 9.00 am,
Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
Tea Break: 3:30 pm, Program Ends: 5.00 pm

CMT into our 26th year is a global conference organizer HQ in Singapore. CMT's dedicated team works closely with market leaders to analyze the latest industry trends and provide information supporting your decision making. Our annual 60 events encircle the globe from Asia Pacific to the Middle East to New Europe/Russia and Latin America.

Register online ~ **www.cmtevents.com**

PROGRAM LEADER

KITSON FOONG has been an active legal practitioner for over two decades. An accomplished leading litigator, he has successfully acted as counsel and represented clients before tribunals and courts of all levels in the Malaysian judicial hierarchy. His clientele includes both international and local financial institutions, public-listed and privately held companies as well as private citizens.

An accomplished oral communicator, he is recognised as an energetic, innovative and inspiring trainer. Known as a "business savvy" problem solver, he has an innate ability to objectively and concisely advise on the implications of statutes and factual data to course participants and has conducted numerous public and 'in-house' programmes and workshops on Effective Credit Management and Debt Recovery throughout Peninsula Malaysia, Sabah and Sarawak receiving enthusiastic reviews from participants.

A passionate and driven educator, he is a British (Honours) law graduate who also holds his Masters in Criminal Justice from the University of Malaya and has taught at some of the country's best law colleges. A graduate of the Dale Carnegie Institute in Human Relations and Public Speaking, and a certified NLP coach, Kitson has trained hundreds of corporate professionals of all levels on a wide range of specialist legal, management and communication skills subjects in numerous public and "in-house" programmes.