



## 3-Session Webinar

Effective Telephone Techniques in Cash Collection during crisis

Register at MACM  
2142 3638 or [info@macm.org.mt](mailto:info@macm.org.mt)

Tuesday, 19<sup>th</sup> May 2020 at 2:00pm

Thursday, 21<sup>st</sup> May 2020 at 2:00pm

Tuesday, 26<sup>th</sup> May 2020 at 2:00pm

Effective Communication with customers is a key factor for business success more than ever before!

What used to be the norm yesterday, may have well changed and such changes should be well-understood by the people managing credit and by those who are involved in the collection of money.

Some customers in certain industries may have been impacted directly by the pandemic that they require to diversify their business, others may tap new markets and others are already laying off employees and closing down their businesses.

Irrespective of the industry that a business operates in, **Cash flow remains the essential ingredient to survive this challenging crisis**. Understanding Customers through continuous communication is the way forward. Businesses should think outside the box and be innovative in order to find efficient ways to communicate effectively with customers to collect money due and protect their cash flow.

**Join our Webinar and protect your cash flow!**



## 3-Sessions WEBINAR

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Thursday, 21<sup>st</sup> May 2020 (2:00pm – 4:00pm)

Tuesday, 26<sup>th</sup> May 2020 (2:00pm – 4:00pm)

### This Webinar will focus on:

- ✓ *Understanding and assessing the advantages and disadvantages of telephone communications for cash collections compared to other collections methods.*
- ✓ *Explaining the factors that influence the success of a collections call **keeping in mind the current changes due to Covid-19.***
- ✓ *Understanding the techniques for maximising the effectiveness of a collections call.*
- ✓ *Learning how to deal professionally with various types of customers during this **Covid-19** saga.*
- ✓ *Comprehending how to organise calls to maximise the effectiveness and efficiency of cash collection.*
- ✓ *Identifying a variety of techniques for dealing with excuses for late payment.*
- ✓ *Developing strategies for dealing with non-payment.*
- ✓ *Planning and recording collections calls over a period of at least a month, describing and explaining approaches and outcomes.*
- ✓ *Identifying techniques used that were successful and how they can be deployed during **the Covid-19 unprecedented times.***
- ✓ *Working with colleagues, where relevant, to assess how approaches and outcome have evolved based on experience and develop an action plan to improve practice.*

### Who should attend:

People involved in the field of credit and collection of dues from all economic sectors.

### Fees:

#### 3-session Webinar

**MACM Members:** €200.00 excl VAT (€236.00)

**Non-MACM Members:** €270.00 excl VAT (€318.60)



# Effective Telephone Techniques in Cash Collection during crisis

## 3-Sessions Webinar

### Registration Form

<b>Name &amp; Surname</b>	
<b>Company Name &amp; Address</b>	
<b>VAT Number</b> <i>(For Invoicing purposes)</i>	
<b>Phone</b>	
<b>Mobile</b>	
<b>e-mail Address</b>	

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*Cheques are to be made payable to  
Malta Association of Credit Management.*

Please note that participants will receive a link to join the 3-session Webinars.

Signature/s: \_\_\_\_\_ Date \_\_\_\_\_

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Tel: 21423638

email: [info@macm.org.mt](mailto:info@macm.org.mt)

website: [www.macm.org.mt](http://www.macm.org.mt)

*The personal data of the participants, including name, telephone number, e-mail address and other details are held by the MACM Training Centre for account and order administration, to facilitate better communication, for security purposes, and subject to the provisions of the GDPR and any other applicable law.*