



MACM

MALTA ASSOCIATION OF CREDIT MANAGEMENT

The MACM Credit Management Workshops

MACM will be organising two hands-on and most practical workshops for credit controllers:

- **A 360-degree View of Credit Management**
- **Effective Telephone Techniques in Cash Collection**

Both workshops are developed with the day-to-day duties of the credit controller in mind. Using real cases and the Maltese credit scenario, the participants will have the opportunity to learn and discuss how to:

- ✓ *Grant credit;*
- ✓ *Mitigate credit risk;*
- ✓ *Use the MACM 24x7 online Information System;*
- ✓ *Manage debtors;*
- ✓ *Protect cash flow;*
- ✓ *Ensure sound profit;*
- ✓ *Collect your dues on time;*
- ✓ *Build and maintain good customer relationship;*
- ✓ *Assist the sales teams.*

10% discount will be given to participants attending both workshops.

Certificates of Attendance will be issued to participants subject they have attended all compulsory lectures.

A 360-degree View of Credit Management

4-session Workshop

Monday, 16th March 2020 at 2:00pm

Tuesday, 17th March 2020 at 2:00pm

Tuesday, 24th March 2020 at 2:00pm

Thursday, 26th March 2020 at 2:00pm

This Workshop will focus on:

- ✓ Understanding your industry – its challenges and opportunities;
- ✓ The Credit Application Form - developing a comprehensive and doable Credit Application Form applicable to your specific industry;
- ✓ Know Your Customers -and the Customers' of Your Customers;
- ✓ Approving Credit Sales – securing profitable sales and mitigating risks;
- ✓ Credit Reference Agency Information – using the MACM data bases to determine the credit terms;
- ✓ Effective Invoicing – The key elements of an Invoice;
- ✓ Accounts Receivable – Managing Credit efficiently and successfully;
- ✓ Overdue Accounts – Keeping customers buying and paying;
- ✓ Relationship Management in Accounts Receivable – gaining competitive advantage;
- ✓ Effective Cash Collection – letters, e-mails, sms and telephone techniques used to collect money when due.

This is a comprehensive, intuitive and hands-on 4-lecture workshop where the participants will have the opportunity to discuss and partake wholeheartedly.

Who should attend:

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

Fees:

4-Lecture Workshop

MACM Members: €240.00 excl VAT (€283.20)

Non-MACM Members: €325.00 excl VAT (€383.50)

Effective Telephone Techniques in Cash Collection

3-session Workshop

Tuesday, 19th May 2020 at 2:00pm

Thursday, 21st May 2020 at 2:00pm

Tuesday, 26th May 2020 at 2:00pm

This workshop 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.*
- ✓ *Understanding the techniques for maximising the effectiveness of a collections call.*
- ✓ *Learning how to deal professionally with various types of customers.*
- ✓ *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.*
- ✓ *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 trade credit and collection of dues from all economic sectors.

Fees:

3-Lecture Workshop

MACM Members: €200.00 excl VAT (€236.00)

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



360-degree View of Credit Management

4-Lecture Workshop

Registration Form

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

Date of Lectures:

Monday, 16th March 2020 at 2:00pm
Tuesday, 17th March 2020 at 2:00pm
Tuesday, 24th March 2020 at 2:00pm
Thursday, 26th March 2020 at 2:00pm

Fees:

MACM Members: €240.00 excl VAT (€283.20)
Non-MACM Members: €325.00 excl VAT (€383.50)

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

Please note that this Workshop is very popular and places are limited. Registrations are processed on first-come-first-served basis.

Signature/s: _____ Date _____

MACM Training Centre 86/2, Triq ta' Mellu, Mosta MST 3785

Tel: 21423638

email: info@macm.org.mt

website: 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.



Effective Telephone Techniques in Cash Collection

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