



## ***Credit Control***

**Aim:** to help you understand why credit control is important, and how to achieve better credit control.

**Course length:** one day

“I’ve been working in credit control for some time, and have picked it up as I have gone along. I think I’m doing it okay, but I want more ideas for effective ways of getting customers to pay their bills more quickly.” A surprising number of credit control departments seem to be staffed by people who have “just ended up there”. Good cashflow is crucial to business success: one estimate says that 75% of businesses that fail are profitable, and fail because of poor cashflow. This course aims to make your credit control team even more effective, and help prevent your business from becoming an insolvency statistic.

The course looks at the role of credit control in business success, then goes on to see how we can vet customers before taking them on, prevent late payment, and deal with problem payers.

### **Who is the course for?**

This course is for anyone who works in a credit control team.

### **By the end of this course you will:**

- know what role credit control plays in business success
- understand the techniques available to vet customers for credit worthiness
- have a process for agreeing credit terms before the sale is made
- know how to achieve prompt payment in the majority of cases
- have a toolbox of techniques to deal with reluctant payers
- understand the legal recourses available to deal with really stubborn payers

### **Contents**

Cashflow and the role of credit control

Vetting customers in advance

Agreeing terms

Encouraging prompt payment – the “normal” processes

Dealing with reluctant payers

Taking legal action