

TerraBiz

Training | Conferences | Exhibitions

# “MASTERCLASS ON CREDIT & COLLECTION”

“Managing accounts receivable for greater profit & cash flow while preserving customer goodwill”

**21 October 2010**

Karachi Marriott Hotel  
9:00 am to 5:00 pm

**26 October 2010**

Pearl Continental Hotel, Lahore  
9:00 am to 5:00 pm



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Pakistan

# "MASTERCLASS ON CREDIT & COLLECTION"

"Managing accounts receivable for greater profit & cash flow while preserving customer goodwill"

## Course Overview:

The program reinforces the essentials for staff in the demanding world of revenue and payment collections management. Whether it's initial training for new staff or refresher training for experienced people, this program saves valuable training time as it teaches proven telephone, face to face and letter dunning skills to manage customers effectively for collections performance.

In an economic downturn, the traditional way of collecting may not work. Staff need to be empowered with better skills as the poor economic outlook will triple the difficult customers. Staff will learn how to increase their effectiveness via listening, speaking, questioning and negotiating techniques that are designed for collections functions.

In brief the following WHATs, WHYs and HOW's will be discussed:

- WHAT is the true meaning of a customer and the true concept of credit and control?
- WHAT are the "musts" for maintaining a safe environment for credit extended to customers?
- WHY is it important to collect cash on time?
- HOW do the gaps resulting from delayed collection impact normal business operations?
- HOW should customer outstanding be monitored to prevent bad debts remembering that prevention is better than cure!
- HOW to collect money from customers in our business, social and cultural environment?

According to study, 86.4% of businesses sell between 80% and 100% of their goods and services on credit

## Course Objectives:

The objectives of this interactive light-hearted and easy-to-understand workshop are:

- To ensure that participants understand the significance of credit in business including alignment of business promotion activities with credit management.
- To understand the external and internal factors affecting customer credit and how to make the playing field "level" keeping in mind the competition, known and unknown.
- To equip the participants with the knowledge and expertise needed for determining the credit worthiness of new as well as existing customers and carefully watch the pointers and indicators raising caution.
- To understand the batting order of risk by types of customers, nature of business and customer behavior in the settlement of his account.
- To appreciate the need for monitoring customer credit, including self-monitoring by sales staff on a day-to-day basis, to achieve targets for profitability and liquidity through timely collection of dues without spoiling relationship with customers.
- To fully understanding why customer outstanding becomes overdue and take appropriate steps to avoid bad debts and their adverse impact on sales, profit and future growth.
- To ensure that the teams are equipped with the skills to manage /control/ monitor collections on a day-to-day basis.
- To understand the need, style, contents, cost and effectiveness of various means of communication with the customers for speeding up the collection. Most common of these are letters, phone calls, personal visits, legal notice and action etc.

## Programme Methodology:

This training will provide Credit and Collection executives the latest strategies, techniques and systems to avoid collection problems and increase recoveries. The approach would be interactive involving SEE & REMEMBER, along with DO & UNDERSTAND through some easy to understand exercises providing everyone an opportunity to experience & practice the skills throughout the session

## Outline of Course:

- Introduction to customer and customer credit.
- Benefits and dangers to existing business from extension of credit to customers.

**Duration: 30 minutes**

- Assessing creditworthiness of customers
- Factors affecting imbalance between customer's credit worthiness and credit extended to him.
- The hidden aspects of how profit is lost everyday due to late payment by customers.

**Duration: 1 hour**

- Pareto Principle (80:20 rule) and beyond.

**Duration: 15-30 minutes**

- Making up for losses arising from Bad Debts – efforts have a direct relationship with profit margin, product by product and customer by customer.
- Why customers don't pay on time?
- What excuses are made by customers for delayed payments?
- Importance of good paper work to ensure collection of dues on time.

**Duration: 1 hour - 30 minutes**

- Importance of team work in debt collection.
- Strategy for Collection, Implementing the collection program.

**Duration: 30-45 minutes**

- Psychology of Collections
- True cost of giving credit.
- Various stages and styles of credit management.
- Categorizing of customers in relation to own and customer's business.
- Various means of communication to eliminate customer's ill-intention to disown or reduce his outstanding.
- Handling Invoices and terms of business and credit.
- Rewards for achieving objectives of sales, profit and cashflow.

**Duration: 2hour - 15minutes**

Towards the end of the session, a quick review will be done to assess the improvement in participants' understanding and where necessary, and time permitting, a refresher will be carried out.

for topics that arise during discussions and are not included in the program overview or objectives etc. e.g. the significance of numbers when describing Pareto's Rule, the significance of control, observation knowledge, planning etc.

**Duration: 30 – 45 minutes**

Remaining 30 minutes for quick review

## Who should attend:

Credit & Collections executives need to be equipped with the latest strategies, processes and systems for them to execute and improve your business collections.

### Heads, VP's, Directors, GM's, Managers & Administrators from

Finance	Credit Management
Operations	Credit Markets
Accounting	Debt Collection
Treasury	Risk Management
Collections	Accounts Receivable and Billing

### From the following Industries:

CollectionsBanks  
CollectionsFinancial Institutions  
CollectionsTelecommunications  
CollectionsRetail  
CollectionsTravel and Hospitality  
CollectionsService  
CollectionsPharmaceuticals  
CollectionsConsumer Electronics  
CollectionsFMCG  
CollectionsAutomobile  
CollectionsReal Estate  
CollectionsUtilities  
CollectionsInsurance

For all Sales and Recovery staff

## Testimonials:

Mr. S. K Mehdi has unique knowledge and experience on financial matters of a vast number of industrial and commercial organizations of all sizes. Workshops conducted by him are also unique.  
**GlaxoSmithKline Pakistan Ltd, Karachi.**

The workshop reinforced our existing practices besides ingraining into the minds of the participants the true concept of loss from delayed or dead payments.  
**BOC Pakistan Ltd, Karachi.**

The workshop on Customer Credit Management, like other workshops conducted by Mr. Mehdi, proved extremely beneficial for all participants at all levels.  
**Central Insurance Co. Ltd**

Very interesting and useful workshop conducted in a relaxed atmosphere.  
**The General Tyre and Rubber Co. of Pakistan Ltd.**

Wonderful ideas supported by practical experience to control credit without losing customers.  
**IBM, Karachi.**

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## Your Course Facilitator

**S. K. Mehdi**

International Leadership Coach



Mr. S. K. Mehdi, has over 45 years' experience in industry and commerce in Pakistan as well as abroad. Mr. Mehdi is a B. Com and a Fellow Member of the Chartered Institute of Management Accountants, England. He has also attended the Advanced Management Program at INSEAD, France.

Mr. Mehdi has worked in renowned industrial conglomerates, both local and multinationals. These include 25 years in ICI Pakistan, 2 years each in Fauji Foundation, Unilever Pakistan, BASF and 8 years in Clariant Pakistan as Director Finance, HR and Administration.

Some areas of Mr. Mehdi's expertise relate to:

- Financial Management including Strategic Planning, Evaluation and Control of Capital Projects, Mergers / Acquisitions / Divestments, Taxation etc.
- Internal Audit, Corporate Governance and related subjects.
- Marketing and sales of industrial and consumer products and Supply Chain Management.
- Human Resource including Industrial Relations.
- Information Technology and Management Services.
- Work Simplification and Eliminating Non-Value Adding Activities.

Mr. Mehdi is the author of six books on various aspects of financial and general management, HR including one on customer credit management entitled WHAT FOOLS DON'T. He has also developed a number of case studies based on personal experience. Currently, he is running his own consultancy in Karachi.

For onsite customized programs by **S. K. Mehdi**

Please contact **Tanvir Hussain**

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## Workshop Investment:

**Rs. 9,500/-** Per Participant

\*Early Bird Discount: (Before 30<sup>th</sup> Sep, 2010)

**Rs. 8,500/-** Per Participant

\*Every 4<sup>th</sup> Participant from the same organization will attend

**FREE**

Includes course ware, Terrabilz certificate, lunch, refreshments and business networking.

Send your cheque in favor of "Terrabilz"  
to **Murad Hassan**

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## Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabilz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabilz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabilz reserves the right to cancel or postpone the event.

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We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing

the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabilz has also organized some events with Google Pakistan.

Terrabilz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

## For Registration

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\*Discounts are mutually exclusive