

A brand new case study is currently being developed by Tim and will be discussed during the workshop. This case study will relate to the banking, oil and gas, and telco industry

6 Persuaders give reasons while negotiators give concessions. There are times when one will be more effective than the other. In these days of economic challenges, the professionals in the business of accounts receivable need to know how to employ the right strategy at the right time.

- Tim Paulsen

SMART COLLECTIONS: INNOVATIVE COLLECTION AND NEGOTIATION STRATEGIES

Collect your money with effective persuasion and negotiation techniques

17 - 18 October, 2011
Sheraton Karachi Hotel

20 - 21 October, 2011
Pearl Continental Hotel, Lahore

9:00 am to 5:00 pm

THE MAESTRO

Tim Paulsen | President, T. R. Paulsen & Associates | President, Platinum Negotiations
Founder and Managing Director, International Centre for Professional Collections (ICPC)

An international specialist in 'profit maximisation' through 'Creative Receivables Management' with over 26 years of experience. His experience includes working as a Consumer and Commercial Collector, a Credit Fraud Investigator, Collection Manager, Credit Manager, and an Internal as well as External Consultant. He is the creator of 'PaulZEN Method©', a combination of style and substance method in credit collection, with an emphasis to make improvements in credit collection and cash flow. The method is considered effective by many of his clients because it elevates the profession of collections and serves the individuals almost as much as the organisation or association.

He is the author of 'Collect Those Debts' and the international best-seller 'Paid in Full', now in its 2nd edition. His latest book is titled 'Platinum Negotiations'. Tim writes a popular monthly column The Collector's Corner, in the National Credit News and has written numerous articles on Accounts Receivable. For more than twenty years, Tim has led highly rated public seminars as well as in-house programs all across Canada and the United States (including Alaska and Hawaii) as well as in Africa, Bahamas, China, India, Ghana, Jamaica, Kuwait, Mexico, Malaysia, Philippines, Thailand and Singapore.

He is the Managing Director of The International Center for Professional Collections (ICPC) and the past president of the Toronto Chapter of The Canadian Association of Professional Speakers (C.A.P.S.).

Author of
Collect Those Debts,
Platinum Negotiations,
Paid in Full and
the E-Book
Tipping the Scales

In Association With:



T.R. PAULSEN & ASSOCIATES
ACCOUNTS RECEIVABLE TRAINING
FOR COLLECTION MANAGEMENT



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playing with digital media

"The global financial crisis is taking an increasing toll on the Asian corporate sector with the region's economy now among the world's hardest hit. Given the prolonged nature of the downturn, non performing loans are likely to rise. This will feed into bank balance sheets."

- Takatoshi Kato, Deputy Managing Director,
International Monetary Fund, 13 May 2009

THE FACT

THE WORLD IS AWASH IN BAD DEBT THAT IS PUTTING ITS ECONOMY AT RISK

According to the International Monetary Fund's latest Global Financial Stability Report, write-downs of bad financial assets could reach 4 trillion USD worldwide. In difficult times, accounts are perishable and bad debt and working capital generate serious concerns that could lead to failure and bankruptcy of otherwise successful companies.

Businesses across all sectors are missing out on billions of dollars of revenues due to **INEFFECTIVE and UNIMAGINATIVE** strategies in credit collections.

The current economic slowdown, has made it crucial for organizations to take steps to minimize and effectively recover debt to weather the dark days ahead.

STATISTICS SHOW THAT

Every dollar on the books that is written off requires four dollars in new sales to replace its value and the probability of full collection on a delinquent account drops dramatically as the delinquency period lengthens...

➔ After 90 days	➔ The probability of collecting the account is	➔ 69.6%
➔ After 180 days	➔ The probability of collecting the account is	➔ 52.1%
➔ After one year	➔ The chances of collecting is only	➔ 22.8%

- Commercial Collection Agency Association of the Commercial Law League of America, 2008 -

It has never been more crucial for businesses to implement a series of collection techniques and processes in a responsible and ethical manner to ensure their business operations sustainability. By employing effective persuasion and negotiating techniques, businesses could improve their bottom line and cash flow, while maximising recovery on past-due accounts receivables and most importantly preserving relationships with customers.

Having trained over 12,000 credit professionals across 6 continents, **Tim Paulsen**, an internationally sought after Credit & Collections Specialist and the author of international best-sellers '*Paid in Full*' and '*Platinum Negotiations*' will demonstrate, using the highly effective **Platinum Negotiations™ techniques**, a systematic and creative approach in Credit Collection Strategies and Negotiation Skills that will help you accelerate your collection ratio.

ATTEND THIS MASTERCLASS TO:

- ➔ **Reduce** bad debts and DSO through tested and proven strategies
- ➔ **Handle** each and every excuse/reason for delay or non-payment persuasively, quickly and effectively
- ➔ **Appreciate** customer psychology and interest-based negotiation strategies in managing debt recovery process
- ➔ **Successfully Implement** proactive and practical persuasive and negotiation techniques in credit management and debt recovery strategies
- ➔ **Understand Better** the effective methods of debt collection (including negotiation)
- ➔ **Deal** successfully with stressful "immediate decision" credit situations and effectively handle upset and irate customers
- ➔ **Increase** your organisation's Return on Investment and make effective decisions in credit collection
- ➔ **Apply** specific negotiation and persuasion techniques to different situations, designed specifically for your customers
- ➔ **Implement** innovative collection techniques and customer contact points for creating a holistic customer experience
- ➔ **Protect** your business against problems such as default, enforcement, negligence, capacity and insolvency
- ➔ **Improve** your persuasion and negotiation skills in your credit collection and debt recovery management
- ➔ **Understand** the mindset of customers and how best to collect overdue debts
- ➔ **Identify** a practical approach for balancing credit risk and customer relationships

WHY YOU SHOULD ATTEND

In this highly rated, intensive course, you will learn to understand and appreciate the importance of effective credit and collection strategies using smart collection and negotiation skills, how to deal with difficult and irate customers and to acquire and apply effectively proven techniques for credit management and debt collection without damaging your good customer relations with your clients. This two days event is an interactive workshop that will provide you with insightful international case studies, and a specific action plan and training to rapidly solve your business problems and quickly increase your profits. Come prepared with problems specific to your business. The workshop leaders will answer your questions in credit and collection strategies. They will teach you simple, proven concepts and techniques that will increase your cash flow. Get the most out of your workshop experience and register today!

“Sound credit management systems can further improve the Days Sales Outstanding (DSO) situation, reduce bad debts and capital cost, which ultimately lead to higher profits for the enterprises.”

- Tan Sze Chong, Managing Director, Dun & Bradstreet Malaysia

COURSE OVERVIEW

Due to increasing competition, fluctuating interest rates and growing uncertainty, credit today carries a higher risks of bad debts, delays and even possibilities of spoiling business relations. Integrity of managing credit and collections effectively is becoming more of a challenge. In light of these challenges, a high performing credit and collections with effective negotiating skills will help your organisation to minimise risk, improve cash flow and enhance customer relationships. Therefore now is an important time to enhance your existing polices on credit and receivables in order to mitigate negative impacts. This valuable workshop will discuss the most pressing issues the industry faces and present solutions for improving your debt collections processes. Participants will have the opportunity to test their collection and negotiation skills in practical exercises and role-play situations designed specifi cally to have them hit the ground running.

THE AGENDA DAY ONE

MODULE 1

Where Does It All Begin?

The beginning, as they say, is a very good place to start and accounts receivable begins with the credit granting process. We will not show you how to have NO loses when you grant credit. In fact, that is not your objective. In this module we will demonstrate how you can better manage ‘expected’ losses and ensure no surprises.

MODULE 2

Standards Of Professional Collection

For many, particularly in the commercial side of the business, a collector’s hat is one they only wear on occasions. But whether occasional, part or full time – the collection business is a profession and must be approached as such, in order to achieve success.

MODULE 3

How To Effectively Rate Yourself As A Negotiator?

A check list of potential weakness and strength is reviewed with every participant.

MODULE 4

How To Write Powerful Collection Letters And E-mails

Whether via e-mail or letter, words can still command and convince our customers to provide information as well as payment.

MODULE 5

Mastering The Three Phases Of A Collection – Whether It Is A Call Or A Personal Visit

Whether one makes the call or manages those who do, the three phases of Statement, Response and Rebuttal need to be understood and mastered.

MODULE 6

Excuse Handling – Simply And Quickly, Handle Any Excuse You Have Heard Or Will Ever Hear Again! Never Be Thrown By An Excuse Again - You Will Always Be Ready

Our role-play exercises and our materials will have every participant ready to hit the ground running to handle all the excuses they will ever hear from their clients. Please don’t misunderstand our promise. There will be accounts that may not be collected – but after our program, each person responsible for collections will know exactly what they should do – every time.

MODULE 7

Deal With Difficult Customers, Including Irate And Worse

It is the nature of our business that we will often deal with customers who are not at their best. Some of them may be under the influence of drugs, alcohol, financial & emotional stress, just to name a few. Anyone can handle a customer who is pleasant and willing to cooperate. A professional will look forward to the challenge of turning a fire-breathing irate customer into one who will speak well of them and their firm... and pays on time in the future!

MODULE 8

Develop A Special Collection Voice, Easier To Understand And More Compelling

It is a very important tool in the business of collections. Yet, to say many people haven’t given it a second thought is misleading. They haven’t given it a first thought either.

MODULE 9

Tailor Approach To Types Of Customers

In this module we tailor specifi c approaches to your customers.

MODULE 10

Working With Your Sales Team

If not opposing teams it certainly seems we are often working on different teams. Practical approaches are developed and recommended for better communications and ‘everybody wins’

MODULE 11

Train, Develop And Unleash A ‘Top Notch’ Collection Team

How to be more effective in selection, development and on as well as off job training tools and techniques. Retention as well as commission and other reward programs are covered in this ‘eye-opening’ module.

MODULE 12

Strategies And Techniques From The World’s Best Negotiators

We will not only cover why these negotiators are successful (the best in the world) in this module we will even tell you can arrange to take free lessons from them. (Free... as long as you are very careful!)

MODULE 13

Critical Differences Between Interests Vs.Positions

You can’t successfully argue against the position anyone will take. However, when you can determine your opponent’s interest – your odds of success increase dramatically.

MODULE 14

Four By Four Law For Interests And Solutions

We believe it is critical to determine ‘the four interests and solutions’ to each important negotiation.

MODULE 15

Why Effective Negotiations Are Not Always Win/Win

It is impossible to have an agreement if there isn’t a win for each side. It is the degree of the win/loss and the delivery of same that will provide an agreement that will stick.

MODULE 16

How To Climb The Ladder Of Knowledge For Information, Skills And Judgment

Our most important step is to recognize what we know and what we don’t know about negotiations. Most of our participants are surprised very early in the program by how quickly they can begin to make immediate inroads to more successful negotiations.

MODULE 17

Create And Claim Maximum Value

When there is an opportunity to be creative, then one is not limited to the ‘perceived’ prize, that is the only one seen by less experienced and savvy negotiators.

“...the reason for non-payment is something that should concern the highest levels of a company, not merely because of the effect on the cash flow, but because without sound credit management you cannot run a sound business.”

- Tim Wildman, Receivables Management Group PricewaterhouseCoopers

THE AGENDA DAY TWO

MODULE 18

Eight Essential Differences Between Effective And Average Negotiators

We will cover the major differences in eight areas that separate an average negotiator from one who will often prove to be more effective for their organization and for themselves.

MODULE 19

How To Become A Strategic Negotiator

With a little bit of effort, almost anyone can make some improvements in their one-on-one negotiations. Our focus is on a long range strategy that will be effective not only today but also in the future.

MODULE 20

Manage The Difficult Balancing Act Of Assertive Vs. Aggressive

Of course many of us need to be more assertive in collecting past-due accounts. But that does not need to mean crossing the line into illegality, bad publicity or even poor taste.

MODULE 21

Know The Five Approaches To Negotiating

One can be a fair negotiator by mastering one or two approaches to negotiations. Masters will know and effectively be able to use all five approaches.

MODULE 22

Dealing With A Customer Who Takes An Unreasonable Position

You will come across people who have absolutely no intention of giving up anything, saving you face, having a win/win situation etc. You can walk away, run away... or be ready for them with our UP Techniques.

MODULE 23

Understanding Negotiation Style

The more one knows about themselves and their opponents – the stronger they will be.

MODULE 24

Saving Face – Yours And Your Opponents

What you walk away with, from the table is not always as important as, what you leave on the table.

MODULE 25

Three Powerful Questions About Your Negotiating Style

MODULE 26

How To Obtain Salient And Powerful Feedback

Many of us say that we don't mind constructive criticism. The best negotiators have found that the best criticism they receive and learn from is far from being constructive.

MODULE 27

How To Recognise And Take Advantage Of Choice Points In Your Collection Negotiation

When one is aware of what, a choice point is and how it can dramatically lead to the success or failure of a negotiation or a collection, then we can focus and use them to our benefit.

MODULE 28

Seven Elements To Building Consensus

There are seven crucial steps involved in making agreements and concessions.

MODULE 29

Negotiation Styles When Face-to-face And Side-by-side

We can call the other person an opponent, other side or even partner – but there will be differences.

MODULE 30

The Most Effective Method To Present A Persuasive Argument – Verbal Or Written

If persuasion is an option, we will demonstrate the most effective means we know to present your argument.

MODULE 31

Negotiation Jujitsu – How To Disarm Your Opponent

Why use all of your strength for an argument or to present a situation when your 'opponent' can actually do it for you?

MODULE 32

Applications Of The Golden And The Platinum Rules

The Golden Rule has been taught in some fashion or another in most major religions. “Do unto others as you would have them do unto you.” A good rule – most of the time. However, the Platinum Rule upon which Platinum Negotiations™ is based says, “Do unto others as they would prefer to have done unto them.”

MODULE 33

Negotiation's Biggest Losers

It is important to learn from your mistakes. But, it may be as effective, certainly cheaper and with a lot less ego bruising to learn from the mistakes made by other people. Lessons are selected from such diverse areas as: Paris Peace Talks (1971), National Hockey League Strike, General Cortez, and many others.

MODULE 34

Seventeen Key Elements Of Platinum Negotiation™

These key elements range from whether you should go first in a negotiation to the advantages and disadvantages of negotiating at home or away.

▶ **PRAGMATIC**

Based on researched content and real life experience of the speaker, the course material and concepts can be implemented as soon as you return to work.

▶ **PARTICIPATIVE**

This workshop is designed to be participative and interactive.

▶ **SOLUTION-ORIENTED**

The consultative session provides a unique forum to address concerns pertaining to negotiation and persuasion techniques in your credit collection initiatives.

"It was perfect 10 out of 10! This seminar was the perfect tool for collections.
I had questions and they were all answered.
Thank you!"

- Modern Acceptance (Canada) Inc

...FROM TIM PAULSEN'S DESK

Dear Delegate(s),

I am excited about bringing our effective **Behavioural Collections and Negotiations - Accelerating Collections Ratio Thru' the Use of "Platinum Negotiations™"** to you. This workshop is designed to provide you with practical and proven techniques that will bring more of the money that is owed to your organization, at a faster pace, with greater customer retention. The knowledge conveyed in this workshop is based upon real - world management experience.

Derived from the Platinum Negotiations™, this interactive workshop will transform traditional lecture into a hands-on experience, combining the presentation of information, syndicated group discussions, case examples and best practices like no other. You will have the opportunity to test your negotiation and persuasion skills in real-life practical exercises. Tailored role-play situations are designed to have everyone hit the ground running - with improved success in all of their negotiations. Please bring questions and challenges in your Credit Collection strategies and techniques. I ensure that you will leave this content-rich workshop with practical and actionable ideas to truly revolutionise your Credit Collection and Receivables Management initiatives!

Tim Paulsen

...PARTIAL CLIENTS LIST

- ▶ Air Canada
- ▶ Bayer
- ▶ Boyd Group of Companies
- ▶ Canadian Chamber of Commerce
- ▶ Compaq Canada
- ▶ Ericsson Communications
- ▶ General Motors
- ▶ Hartford Insurance
- ▶ IBM
- ▶ Kellogg's Canada
- ▶ Kraft Canada
- ▶ Levi Strauss
- ▶ Lucent Technologies
- ▶ Maple Leaf Environmental
- ▶ Toronto Sun
- ▶ Toyota Financial Services

TESTIMONIALS...

"Our collectors were amazed at the unique spin you placed on the age old problem - collections, that we all know never goes away; with style that invites attention through participation."

- Hudson's Bay Company, USA

"You delivered a very dynamic, comprehensive and collection-specific seminar. Our team continues to use the many techniques provided in your presentation. Your program was a real win for our collection team!"

- MacDill Federal Credit Union, USA

"A very experienced trainer. Interesting. Gained valuable knowledge."

- Bank Muamalat, Malaysia

"It has been a very fruitful workshop and eye-opener."

- Employees Trust Fund, Brunei Darussalam

"Tips and techniques are good."

- PTT Chemical, Thailand

"Profitable and fun"

- Exin Bank, Malaysia

"Content is simple but compelling. Workable in real life."

- TISCO Bank, Thailand

"You were able to get the best out of everyone... A credit to your presentation skills and content of materials delivered"

- General Motors, Canada

WHO SHOULD ATTEND

- ▶ Credit Management
- ▶ Credit Control
- ▶ Collections / Debt Recovery
- ▶ Account Receivables
- ▶ Payment and Settlement
- ▶ Billing
- ▶ Finance
- ▶ Call Centre / Contact Centre
- ▶ Revenue
- ▶ Sales and Marketing
- ▶ Customer Service
- ▶ Any executives involved in managing credit control and/or collections and recovery function in the organisation
- ▶ Debt recovery consultants and agencies
- ▶ Credit consultants

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TerraBiz
Training | Conferences | Exhibitions

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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 ICAP Golden Jubilee Conference July 2011 in Karachi, also ICAP CFO Conferences in Karachi & Lahore 2011, Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference ‘Rising CFO’ in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz 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.

Terrabiz 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 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. Terrabiz has also organized some events with Google Pakistan.

PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concern. Your completed questionnaire will be analysed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation to enable you to digest the subject matter in your own time.

Masterclass Investment
Rs. 55,500/- per participant

***Early Bird Discount (7 Oct. 2011)**
Rs. 50,500/- per participant

***Group Discount**
Every 4th Participant from the
same organization is Free

**Discounts are mutually exclusive*

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