

## *The Seminar Leader* *Ron Johnson*

Ron Johnson is the President and director of operation of CollectAR, Inc. a collections and accounts receivable management and outsourcing Service Company.

Ron is a seasoned industry professional with well rounded and developed collections and credit management skills and experience that he seamlessly integrates into the collection seminar to teach participants workable techniques for collecting more, by design, rather than by default.

In his hands-on experience journey in the industry, Ron has held senior level position with fortune 500 corporations in New York, New Jersey and Toronto Canada, including medium sized companies, collection agencies and Government.

Ron incorporates his hands-on knowledge into the seminar giving participants a broader view of the revenue cycle and how to transfer the training to the job back at the office.

## On-Site Training

**CollectAR** will customize and conduct the collecting accounts receivable seminar on-site on a day and time convenient to your company and staff.

The customized collections training will be designed to address your specific product or service, credit sales terms, industry and receivables management objectives.

On-site training will deliver exceptional value for your training investment dollars.

This comprehensive training is ideal for all types of business and organizations that need to train their collections staff to collect accounts receivable in a professional manner, and achieve a better than average collection recovery rate.

Our on-Site Training will deliver results that are measurable, such as an increase in collections staff productivity and improvement in collection staff skills and effectiveness in the collections process.

## CollectAR

Accounts Receivable Collections Seminar

**REGISTER NOW**

[www.collectar.com](http://www.collectar.com)  
416 - 422 - 2996



# CollectAR

## *Accounts Receivable Collections Seminar*

A one-day seminar for  
**Collection Managers,**  
**Supervisors,**  
**Collection Representatives,**  
**Collectors, Bankers,**  
**Accountants, Bookkeepers,**  
**Office Managers and Lawyers**

**For Dates and Locations**

**Go to ➡**

[www.collectar.com/seminar.htm](http://www.collectar.com/seminar.htm)

**Or Call CollectAR, 416-422-2996**

# THE SEMINAR AGENDA

## COLLECTION PSYCHOLOGY

- The S-E-P-P Principle
- Collections Success Keys
- Collection Strategy

## UNDERSTAND THE CUSTOMER

- Using **DiSC** Techniques

## PLANNING THE COLLECTION CALL

- Setting Call Objectives
- Your Telephone Voice
- Attitude - Inflection - Pacing

## THE COLLECTION CALL

- Getting by the gate keeper
- How to get by voice mail
- Reaching the decision maker
- Opening the conversation
- Controlling the call
- Asking open-ended questions
- Techniques to identify fluff

## COLLECTION LISTENING SKILLS

- Listening to understand
- Focusing on the message
- Working the Information

## HANDLING OBJECTIONS

- Managing telephone gaffers
- Handle excuses with finesse
- Handling customer complaints
- Overcoming delayed tactics

## INFLUENCING THE CUSTOMER TO PAY

- Influencing Factors
- Getting paid with Goodwill
- Getting Commitment
- Negotiating Techniques

## HOW TO CLOSE THE COLLECTION CALL

- Getting a Commitment
- The tie down
- Recording the call
- Establishing Follow-ups

## PROFESSIONAL PORTFOLIO MANAGEMENT

- Setting account objectives
- Account coverage techniques
- Follow-up management

## COLLECTION LETTERS

- What to include
- What to exclude
- When to send letters
- Type of Letters and usage

## GETTING OUTSIDE AGENCY HELP

- When to hire
- How to hire the right one
- How to structure the agreement
- How to manage the relationship

## MANAGING COLLECTION STRESS FACTORS

- How to handle difficult customers
- How not to take it personal
- Managing emotions & stress
- Avoiding energy robbers
- Determining your desired outcome
- Problem solving
- Separating people from the problem
- Improving personal productivity

## LEGAL ISSUES

- Legal rights and limitations
- Legal aspect in collections
- Collection laws - Canada—U.S.A.
- Preferential payment
- Mutual release
- **FDCPA COMPLIANCE**
- **SMALL CLAIMS COURT**
  - Canada and the U.S.A.

# BENEFITS

- Higher collections recovery rate
- Measurable improvement in DSO
- Eliminate and/or reduce complaints due to communications
- Reduce collectors attrition
- Increase confidence and skill.
- Reduce re-training costs
- Simplify the new collector training

Attendees will learn how to make effective collection calls, ask for the money, turn excuses into payments, get tie down payment commitment .

Participants will learn how to apply the behavioral science techniques needed to remain upbeat, in control and exude professional confidence during the collections process.

Participants will learn the techniques for working through objections and working to the customers behavioral style.

## **GAIN HIGHER MORALE AND EMPLOYEE MOTIVATION, REDUCE EMPLOYEE ABSENTEEISM AND GREATER LOYALTY.**

Participants will be able to easily transfer the training to the job, which improves their job skills, as well as inspires them to pull together as a team and creates a greater sense of job satisfaction for all.

By sending your employees to the seminar It lets them know you are investing in their future and as a result your organization realizes higher morale, lower absenteeism, and greater company loyalty from your collections team members.