The Credit Coach

IRISH creditmanagement TRAINING


CORPORATE TRAINING BROCHURE - 2017

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Introduction

Declan Flood, The Credit Coach, is a recognised world expert in all aspects of Credit Risk, Collections and Credit Managemen Training and offer a wide range of courses to suit the Corporate and Enterprise market. The following is a sample of the courses on offer, to give you an understanding of what we can do.

You can have any of the courses changed or combined or you can have a bespoke module created to achieve a specific goal or requirement in your business.

Thank you for considering The Credit Coach for your training needs and I look forward to working with you in the near future.

If you require any further information please contact me, my details are below.

Best wishes,

Declan Flood FACP, FCICM

Chief Executive

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Risk Management is a vital function to be in a position to analyse your customers on the basis of the risk they present to your business. From pre vetting customers to opening new accounts to ongoing monitoring of the risk presented by each customer and your ledger overall.

There are two main areas – financial analysis – making sense of the figures and understanding what each ratio is telling you and being able to build up a picture to help you predict the future.

The course runs for a full day and you can add a second day to explore various in house scoring models and spreadsheets I have developed and can go through with you in detail to give you a better understanding of the exposure and the methods you can use to mitigate your exposure.

The program for the first day is as follows:

# Financial Analysis and Credit Risk Assessment

–How to fully understand financial statements and ratios

This full day's course will teach you everything you need to know to be able to read and understand financial statements and make the best possible decision based on Financial and Non-Financial factors combined with your own business model.

How to combine all the information you receive into a single number that represents your maximum acceptable exposure to each of your customers

Seven sessions are:

## Section 1 Understanding Legal Entities

The first thing you need to know is the exact legal entity of all your customers. In this section you will learn what they are and the implications of each legal structure to you.

At the end of this session you will be able to categorise your customers and know exactly who you are dealing with

## Session 2 Introduction to Financial Accounts

In this section we will explain the content and structure of Trading Profit & Loss accounts and Balance Sheets. You will learn what each one contains, how the accounts are put together and how you can combine the numbers to give you a clearer picture.

You will have a couple of exercises to make sure you fully understand the basics before we move on to the next section

# Financial Analysis and Credit Risk Assessment

| Session 3 Sources of Business Information |
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| This section will cover all the information and products on offer, it will give participants a sample report and show them how to read and understand the information that is contained and an overview of the payment performance information.<br>At the end of this session participants will know the key pieces of information, what to look for and what to do with the information received. They will have a better understanding of how to reduce the cost of information by having the correct package. |

| Session 4 Ratio Analysis |
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| Understanding the different ratios and what they tell you about the four key areas of the business you are looking at:<br>1. Their Solvency – their ability to pay you what you are owed on time<br>2. Their Efficiency – How well they are managing the business<br>3. Their Profit & Growth<br>4. Their debt levels<br>We will also look at the treatment of intangibles and non-balance sheet items and work with some real life examples to illustrate the strength of the company from every perspective. You will understand who to give credit to, what constitutes high, medium and low risk and have a methodology for calculating a line of credit based on the information received. |

# Financial Analysis and Credit Risk Assessment

## Session 5 Case Study

You will receive a case study and apply the ratios to a set of accounts where you will review their performance and make recommendations on granting credit to the Company in question

## Session 6 Risk Analysis

This session will look at the non-financial factors and methods of understanding and mitigating your risk exposure to your customers. We will look at the various reports you should generate and understand the various forms of security you sho for to put yourself in the best possible position with all your customers. We will also cover face to face financial reviews, how they should be conducted and the information you should get.

## Session 7 Review live Data

Review of a live Credit Report with 20 questions to make sure you know and understand all the concepts discussed and make recommendations on how you would proceed.

## Session 8 Questions & Answers

Review Action Points

Course Assessment

Certificates of Completion

# Professional Collection Techniques

This Training course is designed for all who contact customers to get paid.

Would you like to know how to collect money faster easier without the hassle?

Would you like to know how to deal with every excuse?

Develop the confidence required to deal with even the most difficult customers and keep them coming back.

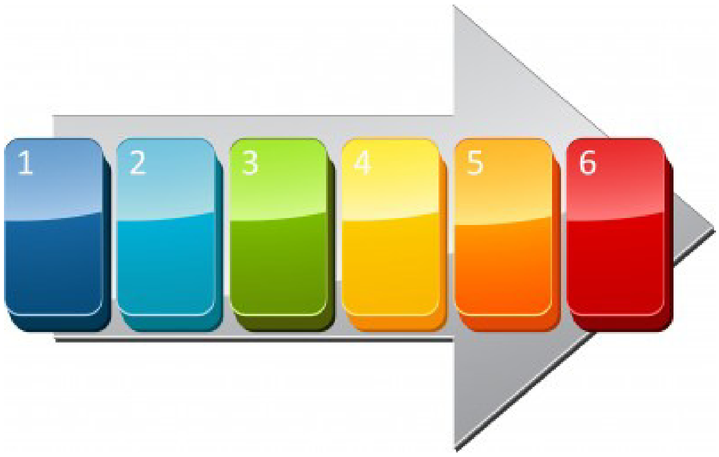
Are you ever amazed with the amount of time, money and effort that is put into getting new customers and how little that is put into retaining them?

Good collectors will become even better when equipped with the necessary tools required to get excellent results fast.

On completion of this one day intensive training you will be able to:

- Plan your day more effectively.
- Prioritise for maximum results
- Maintain a true customer focus.
- Distinguish between the reason they tell you and the real reason
- Eliminate surprises for everyone you deal with.
- Find a way to accept every profitable order.
- Distinguish between the genuine and the not so genuine
- Find solutions to your everyday problems
- Receive greater respect from sales, peers, management and customers.
- Enjoy your job more
- Achieve better results

The course explores the best approach to take with different types of customer and the various collection tools that are available to you and how to best combine them for maximum results.




# Six Steps to Excellence in Credit Management

The six Steps are summarised by the acronym ATTACK

The Elements are

Assessment – Knowing your customer and the risk they present

Terms & Conditions – Understanding the implications of getting them right and wrong

Teamwork – The Credit Department is best placed as the internal communications hub – the centre of all relevant information

Administration – Getting the right controls, the right systems and more importantly setting the rules to get it right first time.

Collections – the art of getting paid (and keeping the customer!)

Key Performance indicators - reporting on the positive.

This full day will cover each of the six elements above and give you a simple step by step approach to deliver each of them every day to retain full control over your ledger. This proven model is the future of all credit departments.

# People Management Skills for Credit Managers /Supervisors/ Team Leaders

Just because you were a great credit controller, there is a myth out there that you should make a very good credit manager/ supervisor/ team leader. Sometimes this happens and sometimes it doesn't. You see the skill set required to become a great manager are not the same as are required to become a great credit controller.

The good news is that these are learnable skills and there are seven main areas you need to be aware of before you can do something about them.

The seven areas are:

1. Getting the best out of every individual
2. How to delegate correctly
3. The basics of team building
4. Selecting your team members
5. Making sure each person is performing a role they are suited to
6. Providing clarity to each of your staff members
7. Setting Targets that will inspire and be achieved

During the day we will deal with each of these topics and you will walk away with a folder containing the map for your success in management. The great thing about this map is that during the day you will get to write it yourself! While I will provide the ideas you will provide the content and you will be able to relate each area to your own situation.

# People Management Skills for Credit Managers/ Supervisors/ Team Leaders

Having worked as a Credit Manager for many years, I am fully aware of the demands that position brings and as the economic climate improves, the focus is on collections more than ever before. That is why you have to be able to have time every day to look away from your desk at what is happening in the company at large and of equal importance what is happening with your customers.

You will never get the recognition you deserve if you spend your day sifting through piles of paper on your desk. I will start by teaching you a simple pie formula for success in large organisations and give you a new insight into how the function should be performed.

That insight with the carefully constructed workbooks and questionnaires, combined with the knowledge and experience of the other attendees will combine to make this a memorable and important event in your development as a manager.

I will leave you with two questions:

1. Are you under pressure to get all the work done in the time available to you?

2. Is each member of your staff using 100% of their skill and talents all the time?

If you can see that the answer to the second question could be answer to the first, then you will really benefit from this inspiring day.

# Time Management & Goal Setting

This highly interactive and motivational day focuses on how to best manage your time both within and outside the office.

This day is more concerned with the compass i.e. the direction you are heading rather than the clock

Looking at time itself. Time Management is really a misnomer – you can't manage time, you can control what you do with it and that is what we will concentrate on throughout the day. We will cover topics such as:

Goal setting
Attitude
Active List Making
Understanding and achieving balance in your life
Decision making models
How to discover your hidden talents
Prioritising
Distinguishing between Urgent and Important
Focusing on the most important things
The importance of written lists and pictorial motivators
How to achieve and maintain a winning attitude
How to deal with distractions, emails, paper
Managing meetings
The ingredients to develop a posi
Simple maps to take you from where you are to where you want to go. You will learn about monkeys, frogs and wheels- that will make sense on the day!

All participants will leave with a personal, confidential action list to address their own important issues with confidence.

This is a truly motivational session and will be delivered with knowledge and enthusiasm that is potentially life changing. An ambitious claim for a program perhaps, I guarantee the attendees will never forget this session and will refer to the material in years to come.

There will be time for each person to create a written list that will bring amazing results.
There are a number of exercises that can be repeated over and over again after the session that will bring clarity and focus to every day, week, month and year.
This course is suitable for managers and staff who are interested in this important topic.

For further details on the courses listed above or on qualifications we can offer and other events check out our website www.icmt.ie or contact us

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