

EFFECTIVE DEBT COLLECTION THROUGH CREDIT MANAGEMENT

KUALA LUMPUR 10 AUGUST 2020

INTRODUCTION

This workshop explores practical experience in credit management specifically on credit assessment and recovery. Learn how to carry out the roles, functions and responsibilities appropriately to cope with the pressures, within or outside the organisation and how to handle issues related to debt collection.

LEARNING OUTCOMES

- Learn the meaning and reasons for credit management.
- Appreciate the important of credit policy in defining the objectives, function and responsibilities of credit department to achieve maximum profitability from trading.
- Recognise the need of credit assessment due to selective risk-taking in the interests of increasing overall profitability.
- Establish a collection policy that not only ensure recovery of debts, but also provide follow up procedures in monitoring and collection of debts.
- Discuss an overview of debt collection agencies and legal action process in debt collection.

WHO SHOULD ATTEND

Credit personnel, finance, accounts, admin, executives, managers, executives to senior managers, personnel that in-charge of collection.

PRESENTER

Mr Soo Bee Hong

All our workshops are available via in-house training.

EARLY BIRD SPECIAL

Enjoy **10%** savings when you register online at least **one** month before the workshop date.

EVENT DETAILS

Monday 10 August 2020

TIME
9.00am – 5.00pm

VENUE
CPA Australia
Seminar Room
Suite 10.01, Level 10,
The Gardens South
Tower, Mid Valley City,
Lingkaran Syed Putra,
59200 Kuala Lumpur

FEE (inclusive of 6%
Service Tax, lunch and
tea-breaks)
Member: RM349.80
REP/Member staff:
RM455.80
Non-member: RM583.00



LEVEL
COMPETENT

CLAIM UP TO
8 CPD HOURS



EFFECTIVE DEBT COLLECTION THROUGH CREDIT MANAGEMENT

KEY TOPICS COVERED

Introduction

- Credit management
- Its objectives, policies and procedures

Setting expectations

- What do you expect to learn from this course

Poor debt management

- Consequences
- Balancing act

Negotiation techniques

- Type of negotiation
- Characteristic of good negotiator
- Eight simple rules of negotiation

Who are the customers?

- Types of difficult customers?
- How to handle the customers?

Effective collection skills

- Collection policy
- Right attitude
- Hire right person
- 12 essential techniques
- Telephone collection skills
- Reminder letters
- Personal visit
- Post-mortem of bad debts

Case study on how to reduce the risk of late payment

Credit evaluation and monitoring

- Introducing credit and its impacts
- Assessment policy
- a) Basic information source
- b) In debt information source
- c) Customer visit
- d) Credit limit review
- e) Credit term and limit
- Personal Data Protection Act

Explore external collection methods

- Outsource to debt collection agencies
- Debt recovery through legal proceeding

SPEAKER'S PROFILE

MR SOO BEE HONG

Mr Soo has been involved in the area of credit management for the past 38 years, with the last 30 years in the management team. Trained by Americans and worked his way up, 'rank and file', and his working experience in various industries, together with five years in the sales, he had accumulated vast, hands-on working experience, which had contributed greatly to making his credit control and debt collection training sessions very practical and performance orientated. He is currently a credit manager, heading the credit department of a foreign-based company.

As Soo's forte is in credit management, he carefully craft and customises his credit control and debt collection training sessions that meet organisational needs and carries out the sessions effectively, which is not only practical but performance orientated. As a spinoff, he is also conduct training in the customer service, credit control for sales people, effective telephone collection. B H Soo is an associate member of Malaysian Institute of Management, a committee member of Association of Credit Management Malaysia and an affiliate member of Institute of Credit Management (UK).

REGISTRATION FORM

Save 10% on workshops when you register online at cpaaustralia.com.au/malaysiatraining. You can also return completed form to CPA Australia.

✉ CPA Australia (M) Sdn Bhd (291307-P), Suite 10.01, Level 10, The Gardens South Tower,
Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur

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1 PARTICIPANT DETAILS

PARTICIPANT 1

Attending as Member REP / Member staff Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia Member ID

Email*

Special dietary requirements (if any)

PARTICIPANT 2

Attending as Member REP / Member staff Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia Member ID

Email*

Special dietary requirements (if any)

PARTICIPANT 3

Attending as Member REP / Member staff Non-member

Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms)

Position

Mobile

CPA Australia Member ID

Email*

Special dietary requirements (if any)

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Member staff refers to staff from a CPA member's firm or organisation.

*Workshop confirmation will be sent to the stated email address.

2 CONTACT AND BILLING INFORMATION

Contact Person

Phone

Email

Company Billing Name

Business Registration no.

Billing Address

State

Postcode

Industry

3 WORKSHOP AND PAYMENT DETAILS

NO.	WORKSHOP TITLE	DATE	LOCATION	PRICE	QTY	FEE (RM)
1						
2						
3						
TOTAL						RM

4 MAKE A PAYMENT

Do you want the electronic tax invoice/receipt to be under the company's name? Yes No

Payment method Credit card: Visit cpaaustralia.com.au/malaysiatraining to register and pay with your credit card with MYR.

Cheque: Make payable to 'CPA Australia (M) Sdn Bhd'

Cheque number

Please indicate registrants full name, membership number and contact number on the back of the cheque.

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Signature

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