

# EFFECTIVE DEBT COLLECTION THROUGH CREDIT MANAGEMENT

**KUALA LUMPUR 16 AUGUST 2019**

## 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

Friday 16 August 2019

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



Based on the merit of each applicant

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
- 8 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](http://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

☎ +603 2267 3388 📠 +603 2287 3030 @ [cpd.malaysia@cpaaustralia.com.au](mailto:cpd.malaysia@cpaaustralia.com.au)

## 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)

REP refers to CPA Australia's Recognised Employer Partners. View our partners at [cpaaustralia.com.au/rep](http://cpaaustralia.com.au/rep)

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						
<b>TOTAL</b>						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](http://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.

For other methods of payment, call +603 2267 3388

Terms and conditions: 1. CPA Australia Ltd (CPA Australia) reserves the right to alter the program/s or presenter/s without further notice, however the event/s is/are intended to run as advertised. 2. CPA Australia reserves the right to cancel the event/s due to insufficient numbers. Registrants will be notified and refunded in full should this occur. 3. Registrations for events are on a first-come-first-served basis. 4. Registrations for events must be accompanied by full payment. 5. Cancellations or transfers must be advised in writing and received by CPA Australia at least 5 working days prior to the event. Registrants will otherwise be liable for payment, including in the event of non-attendance. Transfers are subject to the applicable registration rate and additional payment may be required. 6. Credit transferred must be utilised within the same year from the date of transfer. 7. Registrants who travel to attend the events are required to obtain the workshop confirmation from CPA Australia before the travel arrangement (i.e. flight, bus, hotel etc.) are confirmed. For the full T&Cs, visit [cpaaustralia.com.au/utilities/terms/event-terms](http://cpaaustralia.com.au/utilities/terms/event-terms)

By signing where indicated below, I agree that I have read, understand and accept the Terms and Conditions above and the Privacy Statement which can be found at CPA Australia's Privacy Policy [cpaaustralia.com.au/utilities/privacy/privacy-policy](http://cpaaustralia.com.au/utilities/privacy/privacy-policy).

Signature

\_\_\_\_ / \_\_\_\_ / \_\_\_\_