



# Credit Control Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

**This Credit Control course has been designed to show learners how to deal effectively with the common problem of overdue accounts while maintaining positive customer relations.**

Our one day **Credit Control** course aims to help learners to **reduce the number of bad debts** and **reduce the need to follow the escalation process** which may lead to formal legal action. It also focuses on the **importance of good communication and negotiation skills** via e mail and telephone to ensure prompt payment of part or full amount.

The course will help learners **adapt their communication style**, be aware of communication barriers, and techniques to overcome them. It also will give them the skills of **knowing when to be forceful and when to step back**, being responsive to stimulus and showing empathy.

Our aim is that each learner leaves the course with a list of **key points to take away and work on back on the job.**

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

Dearbhla Casey, HR Manager, Irish Country Meats



*"We are all very happy with the training carried out last week & will definitely be in contact in the future."*

Aoife O'Rourke, Key Account Manager, Tool & Plastic



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

Jonathan Latimer, Fleet Training Instructor, City Jet





# Why Choose Our Credit Control Course

DCM Learning's Credit Control course has been designed to show learners how to deal effectively with the common problem of overdue accounts while maintaining positive customer relations. It will also help learners to adapt their communication style, be aware of communication barriers, and techniques to overcome them

## Specific reasons to choose this course:



**Experienced:** We have trained over 244 individuals successfully in Credit Control over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered our Credit Control programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





# Credit Control Course Overview

## COURSE OVERVIEW

This one day course has been designed to show your staff how to deal effectively with the common problem of overdue accounts while maintaining positive customer relations. The course focuses on the importance of good communication and negotiation skills via e mail and telephone to ensure prompt payment of part or full amount.

The course will help learners adapt their communication style, be aware of communication barriers and techniques to overcome them and show empathy. It will give them the skills to know when to be forceful and when to step back and discusses stimulus response and showing empathy.

## LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Tackle their ledger with more confidence and increase the number of bad debts resolved
- Understand the importance of identifying the decision maker in the payment process
- Understand the importance of customer service throughout the collection process
- Be aware of the barriers to communication and techniques to overcome them
- Understand how working relationships can be improved with communication
- Adapt their communication style for different situations and cultures
- Handle objections and stalls more effectively
- Better assess each debtors ability to pay and negotiate realistic repayment schedules
- Follow a step by step approach to handling tough debts

Below you will find a proposed course outline detailing all the topics covered on the training programme.





# Course Content

## **TOPIC 1: BALANCING GOOD CREDIT CONTROL WITH GOOD CUSTOMER SERVICE**

- Understanding the need for credit
- Reducing the risk of bad debts
- Psychology of Cash Collection

## **TOPIC 2: EFFECTIVE COMMUNICATION TECHNIQUES**

- Understanding how working relationships can be improved with communication
- Adapting your communication style for different situations and cultures
- Understanding the impact of verbal and non-verbal communication on the message you are trying to deliver
- Knowing when to be forceful and when to step back
- Making the transition to the payment arrangement, handling objections
- Follow up - emails/letters/keeping records/evaluating the call

## **TOPIC 3: USEFUL NEGOTIATION TACTICS AND TECHNIQUES**

- Techniques for opening and developing negotiations
- Assessing the balance of power
- Questioning and listening skills - keeping yourself ahead
- How to negotiate creatively
- How to avoid weakening your position
- Giving and getting concessions
- How to achieve win-win scenarios



# Course Content

## **TOPIC 4: COLLECTING TOUGH DEBTS**

- Determining "Can't Pay" versus "Won't Pay"
- Knowing when to escalate
- Problem Solving techniques



## James O'Connor

### Training Associate

James has over 25 years experience designing and providing training both in Ireland and internationally. He has worked with various multinationals and higher education institutions of all sizes and sectors, including Caledonian Life, Eircom and Merck Ltd., and has helped them to achieve their goals

James is an accomplished lecturer with a thoughtful and thought-provoking approach, yet he is entertaining and engaging. Having spent five years in China lecturing in various business modules for the Queen Mary College, University of London, James is now undertaking his PhD with Dublin City university.

James' areas of expertise are varied and include Negotiation Techniques, Business Process Re-Engineering (B.P.R.), Finance for Non-Finance Management and Performance Management.

Some of James' qualifications and affiliations include:

- Post-Graduate Diploma in Training and Education – HETAC, Level 9
- M.B.A. (Masters of Business Administration) in Dublin City University (Hons.)
- B.B.S. – Institute of Technology, Tallaght (Hons.)
- Diploma in Purchasing and Materials Management - Dublin Institute of Technology





# Inhouse Training, One Size Doesn't Fit All.

**Does your team need Credit Control training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



# Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.







**Set your career on the  
right course**

**DUBLIN**

-  01 5241338
-  [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
-  Guinness Enterprise  
Centre

**CORK**

-  021 2429691
-  [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
-  Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

-  041 9865679
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-  24 Laurence Street  
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