



## Enhanced Credit control *with service*

They say that without a sale there is no business, yet without collection of money we can go out of business! This programme enables delegates to see the bigger picture so that they not only improve their knowledge around the telephone techniques required to collect money but also recognise how building on relationships with customers can assist with building customer loyalty, not forgetting that their objective of reducing debt still needs to be foremost in their minds.

During this programme we will also look at individuals own approach on the telephone and how improving this will make a difference to the results you get over the telephone.

### **Learning Objectives**

By the end of this course delegates will fully understand:

- How to control the conversation in order to achieve the call objective
- Comfortably deal with common excuses to payment.
- Understand fully how to be more assertive in all situations
- The negative words not to use over the phone and the consequences if you do!
- Effective questioning – using questions that control and confirm.
- Decide when and how to "get tough" with customers.
- How obtain a win-win outcome in most cases for both the company and the individual.
- The benefits of maintaining good service techniques on all telephone calls.
- Gain commitment from customers consistently.

**Duration: One day** 9.30am-4.30pm