

Effective Telephone Collection Skills – for Credit Control and Collectors

Objectives

To develop more advanced skills of collecting debts by telephone. This practical course builds on the skills of the collector focusing on successful telephone techniques. It deals with the issue of late payers, the cost of late payment to business, how to handle difficult customers and identifying excuses vs. real reasons for non payment.

Content

Refresher Call Handling Techniques

- Preparing for the call and information to have in front of you – payment history, credit agreement terms, notes to previous calls etc
- Your objectives of the call
- Making the call – 8 steps of structuring the successful call, your tone, positive attitude, listening skills
- Security questions – What should we be asking the customer (Data Protection Act compliance) and issues with contacting the customer.
- Complying with Office of Fair Trading Guidelines – Consumer credit only
- Dealing with a third party other than the account holder
- Dealing with vulnerable customers

Target Setting, Measurement and Assessment

- Working with collection targets and measuring and assessing the quality of calls

Building the Relationship with Your Customers

- Putting yourself in 'the shoes of the customer' and understanding why they fear being asked for money

- Handling difficult and angry customers and still feeling ok
- Recognising the difference between assertive and aggressive behaviour

Persuading the Customer to Pay

- Recognising the 'can't pays' from the 'won't pays' and how to deal with them
- Selling the benefits of paying now rather than later
- Negotiation basics
- How to ensure people stick to their commitment

Handling Objections

- Dealing with difficult situations & awkward customers
- How to stay positive and motivated when all around you are negative

Reading the Signals

- Recognising the signs of an uncollectible debt
- Identifying vulnerable customers
- Identifying next steps and escalation