



Finance & Sales a Binding Force in Credit Management

Customer Value & Finance – an integrated and customer oriented approach to sustainable results

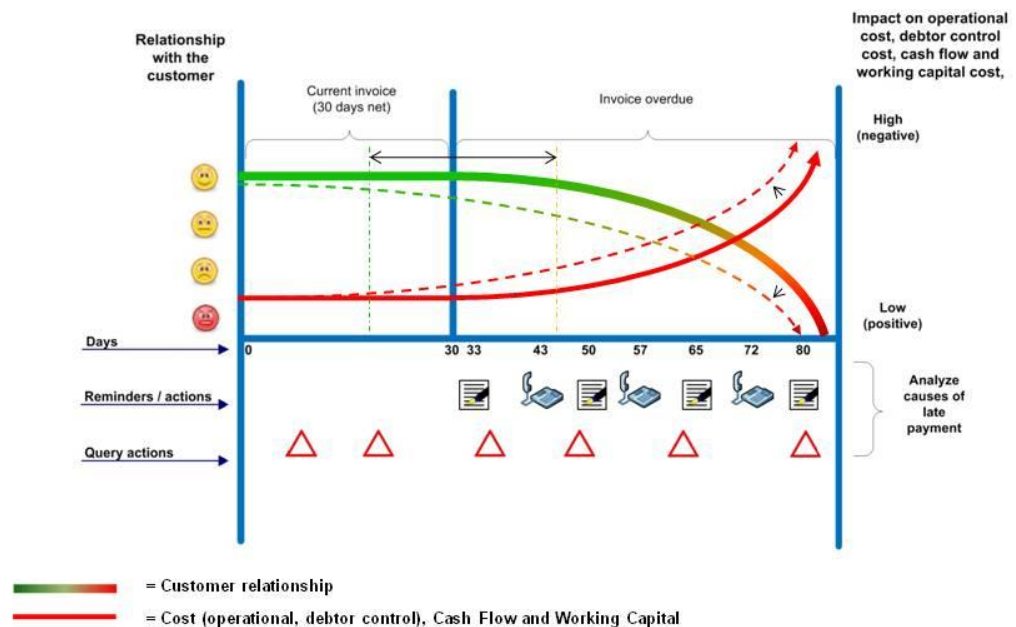
INTRODUCTION – A very practical workshop reviewing how sales, marketing, service, finance and credit management can create synergy by working together. In today's business world cash is more important than ever in ensuring a company's survival. Highly graphical and with a commercial/customer oriented approach this workshop will identify those areas where different sectors of the business should work together to improve customer satisfaction, loyalty and retention. This workshop will show you how a consistent and structured integrated approach can lead to sustainable performance.

CONTENT - Customer value
Customer based accounting – identifying profitable customers
Customer relations & performance and payment behaviour
Customer segmentation - a risk/value based approach
Analysis of late payments
Cross functional communication & cooperation
Query management, customer satisfaction and operational efficiency
The impact of organizational culture
Reporting & Analysis in an integrated environment

Collaboration between finance and commerce may seem very obvious, but daily practice often shows a completely different story. Through the workshop you will gain extensive insight into how financial and commercial departments can work together in an effective and profitable way. Topics will include customer oriented entrepreuneuring, profitable customer relations, customer segmentation, analysis of payment behaviour, reporting, the importance of communication and cooperation (between finance, sales, marketing, service) and integration into the organisation.

Throughout the workshop you will receive many practical tips, original concepts and graphical models, which you can take away and apply directly into your day to day practices, an example of which is detailed below

CUSTOMERS RELATIONS AND BUSINESS PERFORMANCE



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PRESENTER – Marcel Wiedenbrugge is an independent consultant on integrated credit management and related software, with a versatile background in sales (industrial/B2B, wholesale, retail) credit and services management and credit risk management software. He is a recognised author on the subject and has had several articles published in leading industry magazines throughout Europe and has published a book on credit management software. He delivers this interactive workshop with his usual clear and practical style and actively encourages delegates to participate to create discussion on their own specific challenges.

If you would like us to run the workshop specifically for your business either at your premises or a location of your choice we can provide a quotation for an in company event. If you only have a small number of delegates we are running the workshop in Central London on 24th June 2010, the price to attend is £395 per delegate plus VAT.

For further information or to book please contact
info@rkbusinessstraining.co.uk or call **01858 880878**.