

# Effective Telephone Collection Techniques

1 Day TCT1

## OVERVIEW

All the new credit controller needs to know to confidently and successfully collect payment over the phone.

This practical course concentrates on two areas vital to successful cash collection on the telephone: good technique and a confident approach. Using exercises and role play, delegates will learn how to organise and carry out calls so that they secure a customer commitment every time.

## DESIGNED FOR

Suitable for new and recently appointed credit controllers, and any staff who are new to the role of collecting outstanding trade debts on the telephone.

## LEARNING OUTCOMES

By the end of this course participants will be able to:

- Recognise the importance of their role in the business.
- Use a well organised approach to every stage of a collections call, from initial preparation through to follow-up actions.
- Recognise the importance of good verbal and vocal skills on the telephone and the impact it has on their success.
- Make well-managed collections calls with greater confidence.
- Recognise when customers are seeking to avoid payment.
- Use some basic techniques to overcome excuses.
- Get a payment commitment from every call.

## TOPICS COVERED

### The Role of the Credit Controller

- Why good credit control is important to every business
- Credit policy and how it affects telephone collections
- Skills of the successful collector

### The Key Steps to a Successful Call

- Preparation
- Opening and first impressions
- Establishing the facts
- Negotiating
- Securing a payment promise
- Close and follow-up

### Communicating on the Telephone

- Communicating and listening skills
- The art of questioning
- Getting your message across

### Persuading Customers to Pay

- Building relationships with customers
- Getting to the decision maker
- Negotiating and persuading tactics
- Overcoming fear of asking for payment
- Getting the right balance between rapport and assertiveness

### Overcoming Excuses

- Handling queries
- Recognising excuses and delaying tactics
- Providing solutions to non-payment
- Taking follow-up action



## EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.