

You & Your DCA

OR

How to avoid the pit falls so the relationship is a fruitful one and not a costly failure for both parties

Is yours a marriage made in heaven



Jonathan Coburn October 2009

Or World War 3



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Get it right at the start

- Realistic Expectations
- Choose the right agency for you
- Speak to the right People
- Get the Price right
- Communicate your expectations honestly

Realistic Expectations

- What do I want to achieve ?
- Do I need to use an agency ?
- What rate of return should be achieved?

Selecting the right agency for your business



Speak to the right people

- Try to get info from your peers
- Arrange a site visit prior to take on
- Speak to Operational Personal

Get the Price right

- Decide on what you are prepared to pay
- Do your sums and budget accordingly
- Make sure the fees paid = service level
- Cheaper is not always best

Communicate your Expectations

- Do not speak with forked tongue



Prevention is better than the cure



Working with your Partner

- Information
- Accuracy of data/Regular Updates
- Feed back
- Incentives for the Coal Face
- Reviews and audits

Information

- Knowledge is power
- But do not overload with non essentials

Accurate Data/Regular Updates

- This will cut down on queries
- Improve turn around time
- **MAXIMISE COLLECTION RATES**

Feed Back/Incentives

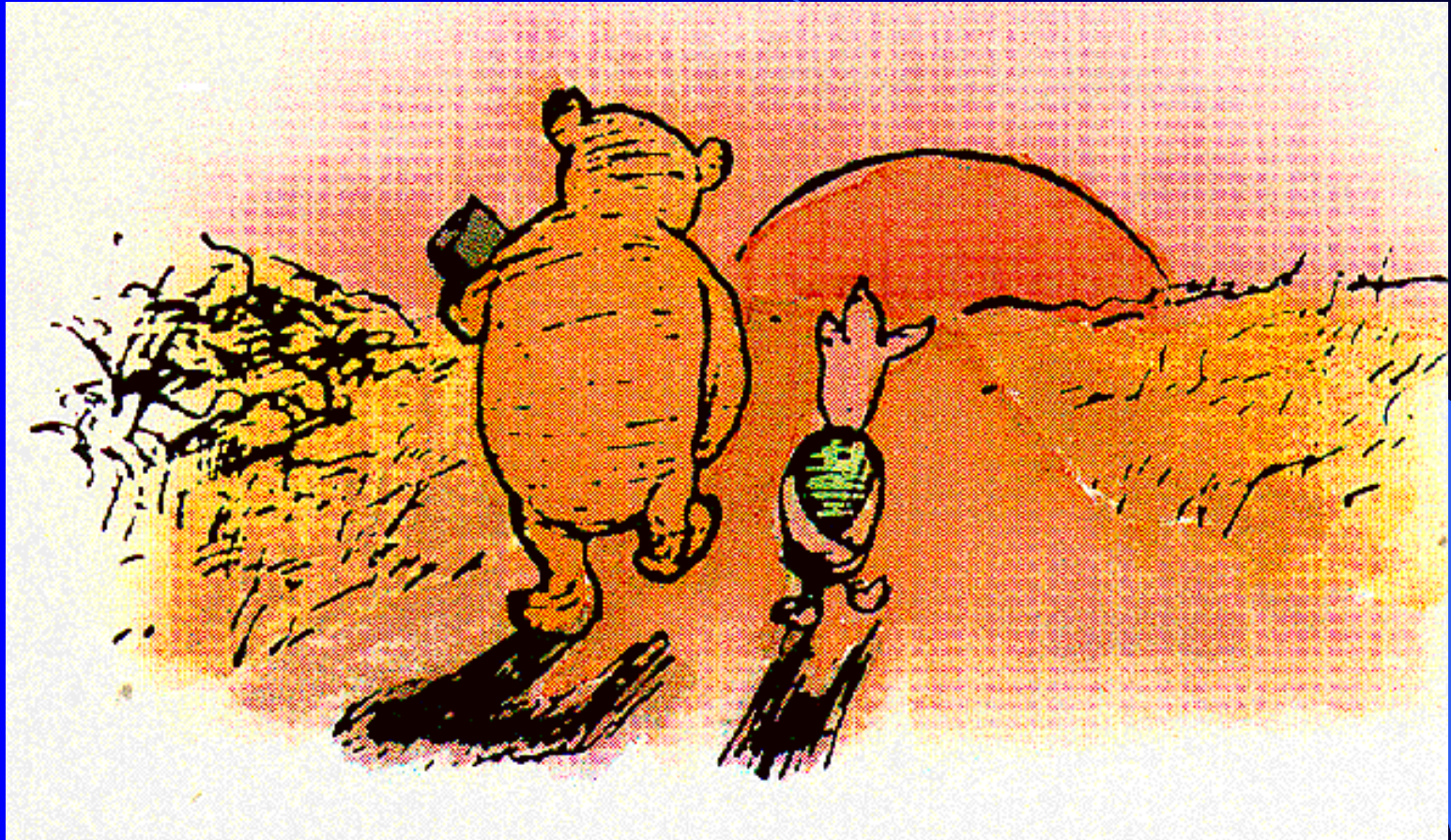
- Do not be afraid of giving or receiving feed back
- Give **Positive** and not just negative
- If possible donate a prize for collection competition

Reviews and Audits

- Have Regular Reviews
- Opportunities to Update
- Explore New strategies
- Audit is an opportunity not a visit of fear



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