



Managing Credit For Profit

A new way of thinking?



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Quick Quiz

- What comes to mind when you think of your Credit function?
 - (a) Part of accounting
 - (b) A negative cost centre
 - (c) A battle between sales and accounting
 - (d) Sales function with a finance oversight



Quick Quiz

- How do you measure the performance of your Credit function?
 - (a) DSO % Bad debt
 - (b) Number of Complaints
 - (c) Sales approved and % current
 - (d) Don't know



Quick Quiz

- What is the highest priority of your Credit function?
 - (a) Minimal bad debt
 - (b) Customer Service internally and externally
 - (c) Cash Collections
 - (d) Lunch

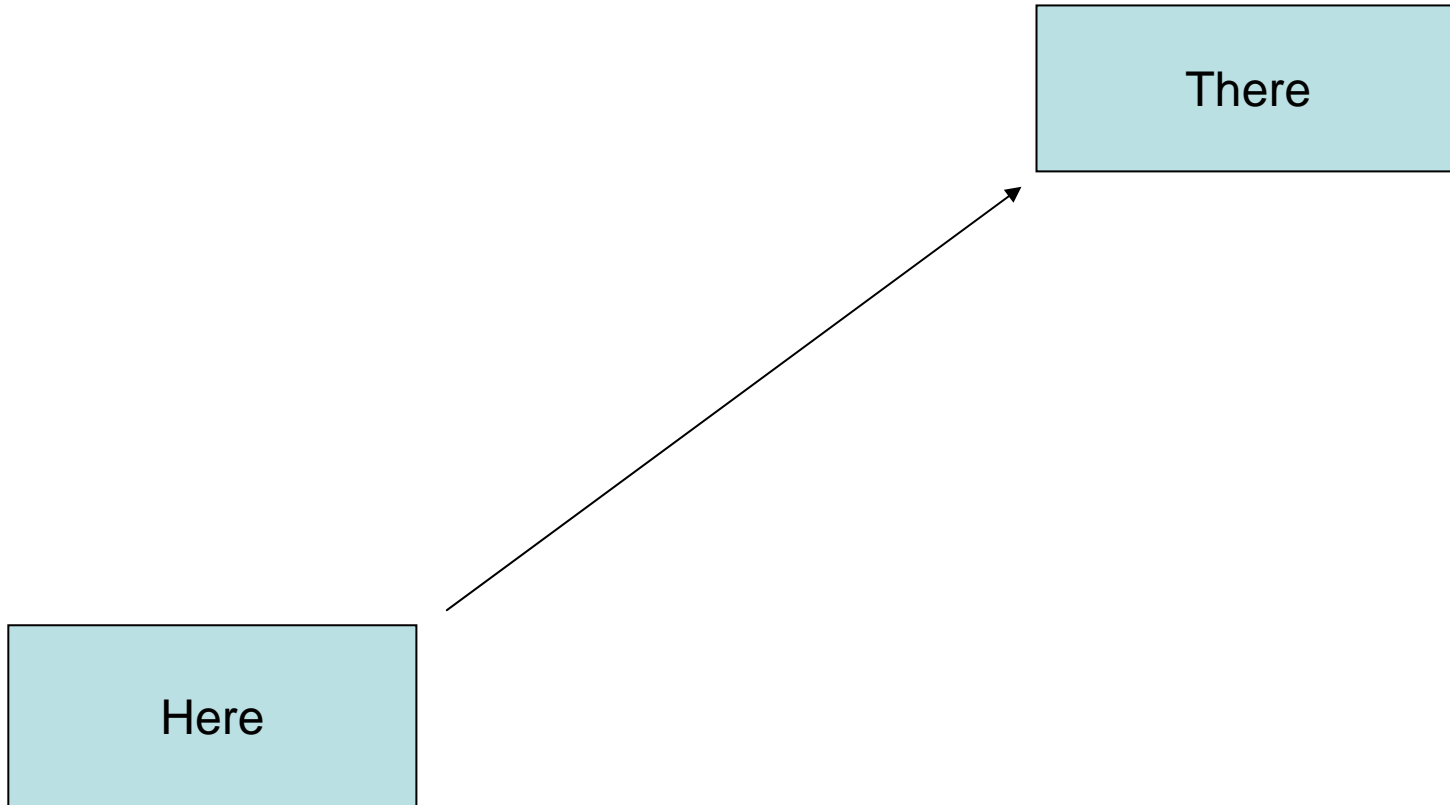


Areas to increase Profit

1. Get involved earlier
 1. Be part of the Marketing Project Team
2. Reduce the Cost of Doing Business
 1. Right First time – every time
3. Increase Sales
 1. To good credit risks
4. Bonus based on Debtor balance
 1. For everyone



A simple roadmap





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