

# Getting Paid in a Tough Economy

An Exciting and Revealing Full-Day Event

## Featuring Barry Elms

*America's Business Coach*

In this current economic climate, it is essential to know how to deal successfully with customers who have financial difficulties. The following topics will be discussed in this program:

### Dealing With Troubled Companies

#### Part I—Morning Session

- Five most common reasons companies fail and how to spot them.
- Review the age of failing companies and the number that file bankruptcy each year.
- How to spot the signs of a company in financial difficulty before anyone else.
- Understanding the three most relevant bankruptcy chapters and how they work for you.
- How to get paid even in a Chapter 7 liquidation.
- Understanding voidable preference and the rules for reclamation of goods.
- Review of the new bankruptcy provisions.
- Negotiating with customers that have severe financial difficulties.

### Collecting is Selling

#### Part II—Afternoon Session

- How to develop a confident and engaging collection personality.
- Be an active listener to create empathy with each customer.
- Identify the real needs of each customer to create agreement.
- The six reasons customers pay past due bills and how to use them to your advantage.
- How to find creative solutions to customer cash flow problems.

## Registration Information

**Time:** 9:00 a.m. – 4:00 p.m.  
(Breakfast and lunch included)

**Date:** Thursday—March 18, 2010

**Location:** **Holiday Inn**  
3405 Algonquin Road  
Rolling Meadows, IL

**Cost:** \$199, members, \$398, non-members  
**Only one coupon is valid.**

Name \_\_\_\_\_ Member # \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

#### **Check**

Payable to NACM Midwest and mail to: 3005 Tollview Drive, Rolling Meadows, IL 60008

#### **Credit Card**

For security reasons, please do not fax your credit card number. Fax this registration form to 636-680-9219, and call Kathy Berendsen at 800-935-6226 ext. 6410 to make your payment.

#### **All payments must be received one week prior to class start date.**

Cancellation Policy: Cancellations must be received in writing, via fax, e-mail or mail, no later than one week prior to the class date to qualify for a full refund. Cancellations received later than one week prior to the class date DO NOT qualify for a refund of registration fees. Sorry, phone cancellations cannot be honored. A 20% surcharge applies to late registrations and rebooking. If you have any questions, please e-mail [info@nacmconnect.org](mailto:info@nacmconnect.org).

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