

Writing To Collect Debt

by Matthew James



Decide with Confidence

INTRODUCTION

This program is designed to help people who often write letters of reminders to expedite the overdue payment process. Businesses often have to chase overdue payments in order to keep their accounts up-to-date and their books balanced. This one-day workshop will equip you with the essential skills on how to make your letters of reminders effective. In addition to writing skills, participants will also be taught the proper and effective techniques for making follow-up calls to debtors. Numerous samples, templates and case studies will be used to equip participants with the know-how and skills to write better letters of reminder.

LEARNING OBJECTIVES

On completing this program, participants will:

- Learn the proper format and style for writing reminder letters
- Learn how to use specific words and phrases to your advantage
- Learn how to write persuasively for added impact
- Understand the technicalities of reminder letters
- Tailor their letters for the intended audience
- Use the right tone and style when writing to get a response from your customers
- Master the techniques used for follow-up calls to expedite payments

COURSE OUTLINE

BASIC ELEMENTS IN WRITING

- The styles and approaches to writing
- Letters of reminder presentation format
- Understanding the rules of open punctuation
- Fundamentals of good business writing
- Concise writing techniques
- Sentence construction style and structure
- Using the direct and indirect approach
- Paragraphing styles and rules

WRITING LETTERS OF REMINDER

- Format and structure for letters of reminder
- The usage of tone when writing a letter of reminder
- Useful words and phrases to use for added impact
- How to emphasize content and tone through the use of words and phrases
- Ways to organize and phrase your communication convincingly
- Substantiate the arguments/points to get to the readers
- Effective application and delivery techniques
- The follow-through processes
- Ways to emphasize urgency and expediency when writing letters of reminder

ABOUT THE TRAINER – MR MATTHEW JAMES

Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work.

Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevrontexaco, Land Transport Authority, Nokia and the Singapore Police Force.

Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

Some of Matthew James's Satisfied Clients

Land Transport Authority
Housing and Development Board
Singapore Police Force
Central Provident Fund Board
Republic of Singapore Air Force
Singapore Power
Maritime Port Authority
Defence Science and Technology Agency
Singapore Sports Council
Immigration and Checkpoints Authority
Mitsubishi Corp

Inland Revenue Authority of Singapore
National University of Singapore
Singapore Polytechnic
Powerseraya
Singapore Food Industries
Singtel
Nokia
Samsung Asia
Caltex
Jones Lang LaSalle
Singapore Prison Service

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Date: 7th April 2010, 9am – 5pm
Venue: Concorde Hotel Singapore (Formerly Le Meridien Orchard Singapore)

Fee: [] S\$420 for D&B Subscriber [] S\$480 for Non-subscriber
(Includes materials, refreshments and lunch)

- Approved for SDF Funding (eligibility criteria apply)
- Up to S\$4 per training hour SDF funding for SMEs (eligibility criteria apply)
- Up to S\$2 per training hour SDF funding (eligibility criteria apply)

EARLY BIRD – Fax in your registration before 7th March to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*
[] * VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____ *(*GST applies for cheque & credit card payment)*

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.