

# Effective Credit Management

## By Peter Fong



Decide with Confidence

### INTRODUCTION

Trade Credit is an unsecured loan given to your customers so that they can buy your goods and services. Extending trade credit is easy, but it is important to remember that the reason for letting your customers buy now and pay later is not to make a sale, but to make a profit.

Extending credit is to be done with much thought as collecting your debt is similar to recovering an unsecured loan.

Credit properly controlled can increase both your sales and your profits. However, improperly controlled, it can put you out of business!

How to ensure credit is extended to those who deserve it? Who can one minimize credit risks? What can we do if payment is delayed or no payment is made despite continuous concerted follow-up?

### LEARNING OBJECTIVES

In this workshop, participants will be able to:

- Understand better what good credit practices is all about.
- Ways to minimise credit risks for local and international sales
- Recovering from your customers

### COURSE OUTLINE

#### INTRODUCTION

- Bad debts – how it affects your business operations
- It is not the sales; it is the collection of your sales that is more important

#### EXTENDING TRADE CREDIT

- Doing it prudently – some principles to observe
- Do they need credit? – Evaluating the customer's request
- Getting an effective credit references
- When the customer is not creditworthy, would security help?
- Getting comfort – letter of credit, personal guarantee, corporate guarantee, letter of comfort etc...how good are they?

#### DETECTING AND COLLECTING LOCAL PROBLEM ACCOUNTS EARLY

- Can I charge interest on late payment?
- Problem accounts – collection options – evaluating and choosing the option
- Moratoriums- when to consider
- Composition – should I accept it or not?
- Resorting to legal action – to do or not to...
- Using a collection agency / professional collector – what to look out for

#### DETECTING AND COLLECTING LOCAL PROBLEM ACCOUNTS EARLY

Marketing and Salespeople, Administrators, Accounts Supervisors and Credit Controller

#### ABOUT THE TRAINER – MS PETER FONG

Peter Fong is the Managing Director of SBF-Integrated Business Centre Sdn Bhd (IBC). Prior to this, he was the Assistant General Manager in a local Trading Company and has also held many positions with foreign and local financial institutions in Malaysia.

Peter has wide experience in credit control management. As Credit Manager and Loan Supervision Manager in the financial services industry, he was responsible for the developing strategies, implementing collection systems and plans for the attainment of the overall credit performance of the companies.

Peter is currently very actively involved in assisting SMI operators resolve their credit and financial problems. He regularly conducts courses for on credit Management courses for Dun & Bradstreet Singapore and Malaysia, Federation of Manufactures Malaysia, Institute of Certified Public Accountants Singapore, AsiaEduFinance (Indonesia) etc.

He also conduct training for SMIs and multinational companies like Intel, Hewlett Packard, Teradyne, Halliburton Asia Energy Sdn Bhd and local financial institutions including quasi-government institutions. Peter is an Associate of the Chartered Institute of Bankers, London and an Associate Member of the Malaysian Institute of Management

# Effective Credit Management

By Peter Fong



Decide with Confidence

**Date:** 23<sup>rd</sup> November, 9am to 5pm  
**Venue:** Concorde Hotel Singapore (Formerly Le Meridien Orchard Singapore)

**Fee:** [ ] S\$375 for D&B Subscriber [ ] S\$455 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 23<sup>rd</sup> October 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.