



Persuasive Tele-Collection Workshop

Date: 21st – 22nd June 2010

Organized By: **ATCEN** SM ACADEMY

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Cash is the lifeline of any company. Any uncollected money owed to a company incurs numerous costs daily and is highly detrimental to the organization. Many companies have declared bankruptcy because of uncollectable money owed by individuals and companies.

This practical workshop sharpens the participant's skills to be more effective and efficient in their collection process. It shares with the participants the mindset of defaulters and to be solution centric with them.

Participants will learn to collect from different types of customer, how to manage their excuses and persuade them to pay earlier.

Workshop Objectives

- Understand and explain the importance of being solution focused to resolve customer's problems and ultimately collect the outstanding due;
- Develop professionalism when dealing with customers;
- Understand the outbound collection call structure;
- Acquire advanced communication skills needed for an effective collection process;
- Consistently persuade customers to make payment;
- Overcome objections and gain commitment;
- Be comfortable with conflict and how to be assertive without being rude;
- Improve personal confidence on the

Who Should Attend?

- Tele-Collection Professionals
- Accountants
- Accounts Receivable Executives and Managers
- Account Executives
- Credit Control Professionals



THE 3RD ASIA PACIFIC
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The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn**

Persuasive Tele-Collection Workshop Outline

Module 1: The Service Factor in Collection

- The Purpose of Collection is Solution Giving
- The 4 Levels of Credit Collection Service
- Uncollected Money to the Company and Me
- *Exercise: Money and Me*

Module 2: The Collection Call

- Know the Different Types of Default Customers
- Know Your Collection Call Purpose
- The Collection Call Structure
- Handling Customers Broken Promises
- *Activity: "Role Plays on Broken Promises"*

Module 3: Assertiveness with Courtesy on the Telephone

- Controlling a Telephone Conversation
- Saying 'No' To Unreasonable/Unrealistic Demands
- Telling Others What You Want - Asking For Things
- *Activity: "Be in Control of the Conversation"*

Module 4: Persuasion with Customer

- It is Your Right to Collect What is Yours
- It's A Power Game - Using the 12 Leverages of Power to Your Advantage
- Getting Them to Commit to At Least 1 of 3 Value Propositions
- *Activity: "Persuade Me to Part My Money"*

Module 5: Turning Resistance to Commitment

- Handling Confrontation And Aggression from Customers
- Different Types of Challenging Customers and Managing Them
- Diffusing Customers Objections and Complaints using - ADR
- Communicating Consequence to the Customer Tactfully
- *Activity: "Resistance is Futile"*

Module 6: Improving Personal Self Confidence after Confrontation

- "Don't Take their Comments Personally"
- Keep the Focus and Repelling Negative Thoughts
- 8 Confidence Building Exercises



Darren Suresh Kumar
Training Consultant
ATCEN Sdn Bhd

Darren serves as a Training Consultant with the ATCEN Group – The People Development Expert. He has a passionate belief that people are the key to success in any organization.

Darren has a Diploma and an a BA in Business Management in addition to 18 years of actual work experience with 6 of that in Training & Development. In his years of being in the job market, Darren has been in the manufacturing, sales & marketing, event management, contact center, Business Process Outsourcing (BPO), education industries and credit collections for the Financial Industry.

As a Training Consultant for the ATCEN Group, Darren brings with him a wealth of experience across the private, public and voluntary sectors both as employee and consultant. Darren also has a passion for training people to learn, a more sustainable approach than training people to be trained.

Darren has wide and in depth knowledge on Customer Interaction Management procedures and Training. He specialized in providing Customer Service, Contact Center Related, Sales, Negotiation skills, Tele-collections and personal development training.

Known for his charisma and strong personality he challenges ideas and boundaries during his time as a company trainer. He believes in the motto *People make the company great, technology just helps them along*. Despite being head hunted by operations in many Contact Center to head their Call floor for customer service, sales and tele-collections, Darren has been steady in his quest to remain in Training & Development to fulfill his passions.

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Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hirota SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 Blue Scope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMC M Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSA EPIC-I Sdn Bhd
 D G Kom Sendirian Berhad
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DIGI Telecommunications Sdn Bhd
 Dumex (Malaysia) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn. Bhd.
 Edaran Tan Chong Motor Sdn Bhd
 E-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapurna Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales Malaysia Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebsen & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kurnia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MoHR
 M'sian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corp (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corp (M) Sdn Bhd
 P & O Global Technologies Sdn Bhd
 Panglobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang Sdn Bhd
 Pernec Corporation Berhad
 Pharamniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric BV
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SNT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Taylor's College Sdn Bhd
 Teknikast Sdn Bhd
 Teknik Janakuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 Time dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Business Process Berhad
 ViewPoint Research Corp. Sdn. Bhd.

Registration Form

Persuasive Tele-Collection Workshop 21st – 22nd June 2010, JW Marriott Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: