

Persuasive Tele-Collection Workshop

Date: 4th & 5th April 2012

Venue: ATCEN Learning Centre, Damansara Perdana PJ

Workshop Description

Cash is the lifeline of any company. Any outstanding owed by another company translates to lost opportunities and unnecessary cost of recovering the money; both highly detrimental to any organization. Companies have declared bankruptcy because of uncollectable money owed by other individuals and companies to them.

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 how to be solution centric with them. Participants will learn to collect from different types of customers, how to manage their excuses, obtain commitments and persuade them to pay earlier.

Workshop Objectives

- Understand and explain the importance of being solution focused to resolve customers' 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 professionally assertive without being rude;
- Learn collection and commitment tricks & techniques;
- Improve personal confidence on the telephone.

Who Should Attend?

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

Persuasive Tele-Collection Modules

Module 1: The Service Factor in Collection

- The Purpose of Collection is Solution Giving
- The 4 Levels of Professional Credit Collection Service
- Internalizing Uncollected Money to the Company and Me

Exercise: Money and Me

Module 2: The Collection Call

- Identify the Different Types of Default Customers and Strategies to Collect from Them
- Know Your Collection Call Purpose for More Focused Calls
- The Professional and Unprofessional Collection Call Structures: Know the Difference
- Handling Customers' Broken Promises and What to Do Next

Activity: "Role Plays on Broken Promises"

Module 3: Assertiveness with Courtesy on the Telephone

- Controlling a Telephone Conversation by Making the Debtor Think they are in Control
- Saying 'No' To Unreasonable/Unrealistic Demands with Professionalism
- Professional Assertiveness: 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 your Organization's and Yours
- It's A Power Game - Using the 12 Leverages of Power to Your Advantage for High Collections
- Getting the Debtor to Commit to At Least 1 of 3 Value Propositions Consistently

Activity: "Persuade Me to Part My Money"

Module 5: Turning Resistance to Commitment

- Handling Confrontation and Aggression from Customers with Calm and Finesse
- Different Types of Challenging Customers/ Debtors and Managing Them
- Diffusing Customers Objections and Complaints using - ADR
- Communicating Consequence to the Customer Tactfully and Professionally

Activity: "Resistance is Futile"

Module 6: Improving Personal Self-Confidence after Confrontation

- Emotional Control and Poise: "Don't Take their Comments Personally"
- Maintaining Focus and Repelling Negative Thoughts that Shake Your Confidence
- 8 Powerful Credit Collector Confidence Building Exercises

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

| | |
|-------------|-----------------------|
| 0830 | Registration |
| 0900 | Workshop Begin |
| 1030 – 1045 | Morning Refreshment |
| 1300 – 1400 | Lunch |
| 1530 – 1545 | Afternoon Refreshment |
| 1700 | End of Workshop |

Chronology applies for Day 1 and Day 2

Facilitator Profile

Eric Neoh
Trainer



Eric Neoh holds a Masters in Business Finance and a Bachelor degree in Economics. Over a 22-year period, his roles have included being a banking advisor, business coach, mentor, trainer, pioneer/new product developer, marketer in sales with various corporations in Sydney, Australia as well as Malaysia. He firmly believes that by being both professional and creative; one is well grounded in skills yet always extending towards being extraordinary.

Trained by Citibankers when he started his career in the 80's and corporately groomed by a series of MBA qualified mentors; Eric has extensive broad range credit, collection, business & economic assessment capabilities. In his familiar field of banking and business economics; he has helped both client and institution with developing innovative products and provided "eureka" solutions allowing for speedy & effective corporate execution. In the process he had worked with listed names and financed townships, contracts for Oil & Gas installations / infrastructure projects / aircraft modification & design and international trade. He had managed sizeable loan portfolios and was in charge of grooming & training his team on aspects of initiation, collections (tele-collections and syndicated negotiations), restructuring and management of loans.

In the area of corporate finance & strategy, he has worked from the CEO's Office of a listed corporation where he identified and implemented value added strategies for group business enhancement. In this role, he excelled in data intelligence and research, which formed the basis of strong strategic positioning for the company and further enhanced his business coaching skills. Based on his diverse experience he is able to look and think out-of-the-box proven by his track record of bold moves for innovative industry players. These included outfitting the tenancy of a Shopping Complex and in Banking; new product development took the forms of Deferred Payment Scheme, Securitised Project Finance and Branch Stock Trading for the State Government, Telecoms & Putrajaya Holdings contracts and Bank of Commerce respectively.

Aside from high levels of credit collection success, in the course of his career, he has mentored talented individuals and watched transformations into true professionals. He found his calling as he took on the role of a trainer and conducted training development for numerous in-house projects. Eric has heartfelt and authentic appreciation for human resource as the most valuable asset of commerce. He is a certified Trainer as accorded by PSMB and versed in facilitation. He is also a licensee of the LEONARD Personal Inventory (LPI) - an EQ system that profiles behavioural preferences of individuals - and has instructed in this capacity.

Clientele

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
 Alcatel-Lucent Malaysia Sdn Bhd
 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 Muamalat
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 BlueScope 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
 CMCM Perniagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate-Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSC Malaysia
 D G Kom Sdn Bhd
 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 (M) 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 (M) 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
 Jebson & 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 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
 Malaysian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corporation (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 Corporation (M) Sdn Bhd
 P&O Global Technologies Sdn Bhd
 PanGlobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang
 Pernecc Corporation Berhad
 Pharmaniaga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 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 (M) 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 (Malaysia) Berhad
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Takaful Ikhlas Sdn Bhd
 Taylor's College Sdn Bhd
 Teknicast 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 Berhad
 ViewPoint Research Corporation Sdn Bhd

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**ATCEN Learning Centre, Damansara Perdana,
Petaling Jaya**

TO REGISTER OR FOR MORE INFORMATION:

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