



THE FINE ART OF CREDIT MANAGEMENT

The Fundamentals to Increase Sales & Profitability

Upcoming Webinar

Presenter: Eddy Sumar

April 19, 2023
9:00 – 10:00 AM CDT

Attendance Fee:

- \$65 for MSCCM Members
- \$79 for Non-Members

Each phone line will be charged a fee to join the program. Unlimited attendees calling from a single connection will be charged just one fee. Discounts given for 5 plus lines joining the Webinar. Call BCMA/WCA for details.

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In the age of globalization, information and nano-technology, one cannot help but be bombarded or even paralyzed by information noise and clutter. What can credit professionals and companies do to succeed? Simply, seek the fundamentals—the universal approach that will lead them through the maze to help sell and grow revenue and profit.

This session will be useful for credit professionals and businesses of any size looking to evaluate new ways to increase sales and bring value to their companies. Participants will be presented with specific ideas to evaluate their business environment and develop an action plan checklist.

We all need to understand the value of credit and its economic impact.

Please join **Eddy Sumar** who will discuss the value of:

- Vision
- Credit Policy
- Credit Process
- The legal environment of credit
- The Matrix of Credit
- Mission
- Culture
- The indispensable Cs
- And more

WEBINAR REGISTRATION

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April 19, 2023 | 9:00 – 10:00 AM CDT

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