

## The Credit & Sales Partnership



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## Credit as a Sales Tool

- Generate Sales
- Grow Potential Market Share
- Meet Customer Demand
- Remain Competitive



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## Two Different Worlds

Credit and Sales look at business from different perspectives...  
It could be said we live in two different worlds.



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## Let the Conflict Begin...

Sales tracks down leads for new customers and wants to make every sale. They also have sales and profit goals to meet.



Credit needs to be sure we get paid for the sale, and that we reduce the risk of bad debt.

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## Ask Your Sales Department.....

When is a sale a sale?

Answer: When it is paid for.

Make the sale!



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## Are Credit & Sales Goals Different?

### Common Goals For Both Departments

Maximize Company Profits  
Strengthen Cash Flow  
Best Possible Customer Service  
Customer Retention



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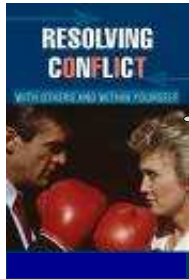
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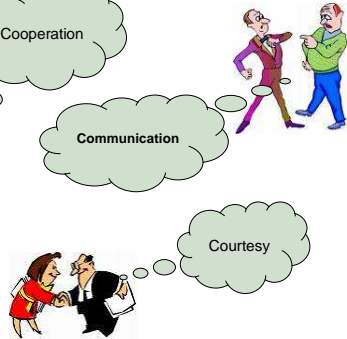
## 3 C's of Credit Sales Relationships



Cooperation

Communication

Courtesy



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## Customer Retention

Companies are continuously gaining new customers and losing established ones.

Contributing Factors for loss of established customers

- Price
- Terms
- Frayed and broken relationships
- Poor customer service
- Financial reasons

In today's down market Credit & Sales must work as a team to build strong customer relationships.



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## Panel Discussion

### Today's Guests

Susan Archibeque, CCE  
Director of Credit  
Nicholas & Company  
Food Industry

Lisa Levine, CBA  
Credit **Manager**, Credit Trainer  
Stock Building Supply  
Building Material Industry

Danny Wheeler, CCE, CACP  
Manager of Credit & Collections  
Sterling Commerce, an AT&T Company  
Software & Service Industry

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Panel Discussion

**How important is it to have  
a good credit-sales  
relationship?**

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Panel Discussion

**What are the most common  
complaints from sales about  
credit?**

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Panel Discussion

**What can credit and sales  
associates  
do to alleviate irritations that  
cause strain on their  
relationships?**

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Panel Discussion

**In your view, what could be communicated better between credit and sales?**

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Panel Discussion

**How does credit contribute to the sales effort?**

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Panel Discussion

**Can you give an example of a team effort between credit and sales which resulted in a happy ending for both you and the customer?**

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Panel Discussion

**How do you communicate bad news to your sales team?**

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Panel Discussion

**What have you done to help build a strong credit-sales relationship?**

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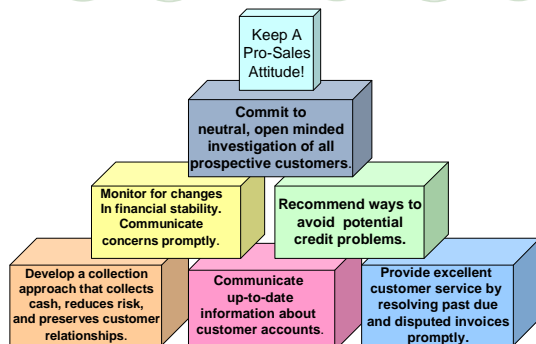
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Credit Department's Contribution to Sales



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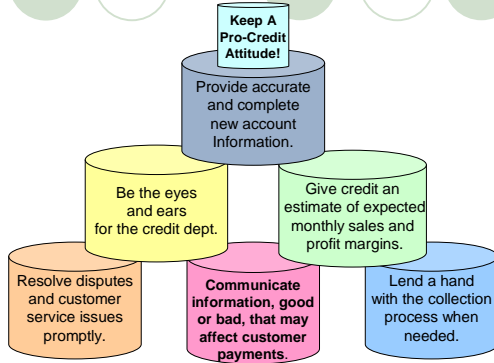
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## Sales Contribution to Credit




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## Ideas

- Put together a small packet of information that answers the most commonly asked questions and complaints, then train on your processes.
- Credit should attend sales meetings where time can be given to talk about current concerns and keep sales informed.
- Track customer complaints.
- Do customer visits together.
- Let Sales listen to you make collection calls.

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