BETTER COLLECTION FOR SUPERVISORS

Date : 27 – 28 February 2017

CIBFM

Centre For Islamic Banking Finance And Management

BETTER COLLECTION FOR SUPERVISORS

27 - 28 FEBRUARY 2017

The Centre For Islamic Banking, Finance And Management (CIBFM) in collaboration with qualified and experienced professional trainer - T.R. Paulsen & Associates is pleased to present this TWO-DAY workshop on Winning Collection Skills for Collectors and Frontliners.

TARGET PARTICIPANTS

- Superviosrs
- Team Leaders

OVERVIEW

With slowing economic times, debtors are becoming tougher and tougher to part with their money. People like to buy things, but they don't like to pay. The collectors need to hone and perfect their skills but perhaps the success or failure of a collection unit will be determined by the knowledge and skills of the Team Leader or Supervisor. To be successful, these individuals need not only to know all effective collection techniques, but how to ensure these same strategies are known and put into place by every member of their team. This is a high pressure position, not for the faint of heart. There is a lot of stress from the debtors, management and members of one's own team. The biggest challenge may be the 'great collector' who has been given a new position and thrust into a job with a whole new set of responsibilities. What worked well for them (when they collected on their own) may not be as effective in attempts to have others complete those same tasks and objectives.

Learning Objectives:

By the end of this workshop, you will be able to:

- **Learn new technique to get people to do something they don't want to do: PAY!;**
- **State the primary of a collector;**
- **Practice the 6 steps of a collection call in English & Malay;**
- **Practice the steps to tackle broken promises;**
- **Use time-saving scripts;**
- **Handle common customer excuses quickly and confidently;**
- **Contact customers with more confidence and professionalism;**
- **Diffuse upset customers using the A.U.S.E. method;**
- **5 Step model for coaching;**
- **Handle conflict within the team;**
- **Design and effective use of Collector Scorecards;**
- **Improve Feedback;**
- **Know and aim to achieve top traits of collectors and a team.**

Advantages of Winning Collection Skills

- Supervisors and Team Leaders, particularly those who are new, will be more assertive and positive when they know in use effective training and management techniques for collectors and their teams;
- Reduction in bad debt and delinquency as effective procedures begin to take effect;
- Improvements in employee (and supervisor) retention;
- Decrease in customer complaints;
- Reduction in sick time for collectors and supervisory management.

PROGRAMME CONTENTS

Module 1: Creativity & Attitude in Collections

A) *The primary role of a collector*

B) *Using creativity in collections*

C) *Skills vs. Attitudes*

D) *Coyle's 5-Collector Commandments.* My attitude before I collect.

Module 2: Handling Debtors

A) *Handling payment excuses using an easy 3-step formula*

B) *Tackling different debtor types. E.g. VIPs, Abusive, Know-It-Alls, etc.*

C) *Using bridging statements to calm angry customers*

D) *Calming angry customers using A.U.S.E.*

E) *Getting R.F.D.'s (reason-for-defaults)*

Module 3: Asking for the Money

A) *Using the 12 Most Powerful Words in the English Language to persuade people to pay.*

B) *Following the 6-Steps of a collection call (The Pyramid) to collect maximum, now, while keeping the debtor content. You will use both English and Malay.*

Reducing broken promises

Module 4: Training and Leadership

What works and what does not when trying to impart effective training techniques for collections.

How individual and team traits may vary and making best use of them both

- *Motivation and feedback*

Methodology

- Participant-led approach to sharing of key concepts
- Role plays for practice of skills application
- Group work and activities
- Recorded or 'live' calling will also be done.

SPEAKER PROFILE

Steve Coyle founded Service Winners in 2003. The company focuses on Credit / Collections training. Originally from Seattle. Steve has lived in Malaysia since 1995. Prior to Service Winners he worked in Customer Service-Collections and Human Resources at Maxis Mobile. He is a Maxis Pioneer. In the U.S., Steve worked at Verizon Wireless and in the banking industry with C.I.T. Equipment Financing, Inc. He has experience in handling both consumer and commercial accounts. He has worked in both call centers and banking (hire/purchase) environments. His experience in both the West and Malaysia allows him to share best practices.

He is the author of 'Debt Collections: Stir-Fried or Deep-Fried?' (Available on Amazon and www.servicewinners.com). He also writes for local and accounting conferences.

He has an M.B.A. from Gonzaga University (U.S.) and a Masters in Instructional Technology from University Malaya. He is a Certified Credit Executive from the National Association of Credit Management (USA) and a Certified Financial Collection Professional (Canada). He is a member of the Association of Credit Management Malaysia.

CIBFM
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اوتوريتي مونيتاري بروني دارالسلام
AUTORITI MONETARI BRUNEI DARUSSALAM

REGISTRATION FORM
BETTER COLLECTION FOR SUPERVISORS

PARTICIPATION FEE

B$1000.00 per participant
(For Stakeholders only)*

B$1300.00 per participant
(For Non-Stakeholders and Public)

(*Stakeholders are AMBD and all domestic banks in Brunei Darussalam*)

Your fee includes a workshop manual, practical sessions, refreshments & lunches, and certificate of attendance

(for full participation).

Payment must be made prior to the commencement of the programme.

Cancellation:

*** CIBFM operates a strict NO CANCELLATION POLICY upon receiving registration from organisations.**

*** CIBFM reserves the right to postpone/cancel the programme should the minimum of 10 participants are not met.**

VENUE OF TRAINING:

CIBFM, ILIA BUILDING, UBD CAMPUS, UBD, TUNGKU-LINK HIGHWAY, BRUNEI DARUSSALAM

Tel: 2461221 / 2461223

Fax: 2461224

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SUBMIT YOUR REGISTRATION BY:
15 February 2017

PLEASE REGISTER THE FOLLOWING NAMES:

1	Name:	
	Position:	
	Email:	
	Contact No.	
2	Name:	
	Position:	
	Email:	
	Contact No.	
3	Name:	
	Position:	
	Email:	
	Contact No.	

APPROVING OFFICER

Name	
Designation	
Organisation	
Email	
Contact Numbers (Tel / Fax):	