

The RELUCTANT Collector

► LUCKY YOU!

Two words he didn't expect to hear for a long time. When Kevin Hobbs is given the choice of working in accounts receivable at his firm or having no job at all (no severance, no benefits), he shared his tale of woe with who appeared to be the owner of a lemonade stand.

That day and over many 'lemonade and learn' sessions, Kevin discovers there is a better option when life hands you a lemon, you can decide to make the best lemonade – ever!

"You want me to work where?"



LESSONS FROM THE BEST LEMONADE STAND – EVER'



- ◆ Think collecting money is the objective? Think again!
- ◆ The content of letters or emails don't matter.
- ◆ Avoid negotiations. There is something easier, faster and cheaper.
- ◆ But, if you must negotiate, take free lessons from best in the world.
- ◆ The easiest phase of a collection call can be the most expensive.
- ◆ Why F U could be the most important initials in receivables management.

... and much more!