

ZEN

AND THE ART OF ACCOUNTS RECEIVABLE MANAGEMENT

The PaulZEN Method®



“ In business, nothing comes close to needing the understanding and appreciation of Yin/Yang than Accounts Receivable with the apparent conflicting objectives of collect the money, but keep your customer.”

— Tim Paulsen, author, *Zen and the Art of Accounts Receivable Management*



Okay and ‘not bad’ are unacceptable. Good, is not good enough. The objective is the ‘perfect’ email, collection call, negotiation every time. That is the objective in this unique program combining Eastern philosophy with Western pragmatism.



REGISTER NOW! Seating is limited:

- 9 to 4 (Registration at 8:30)
- \$225 + tax, includes lunch. \$200 + tax for CIC members, Students and Credifax Members
- CIC Members receive 25 professional development points!

Comfort Hotel, Bayers Lake, Halifax
November 21, 2019

Credifax Atlantic Limited
Contact & email registration
Chris Noel,
(902) 450-5070
chris@credifax.com
Fax: (877) 738-0219

CREDIFAX

To Register:
Please complete form and email or mail with a cheque, payable to: Credifax Atlantic Limited, 300-800 Windmill Road, Dartmouth, NS B3B 1L1

Don't let negative feelings about debtor habits and beliefs overwhelm you

- Take control of your delinquent accounts – by letting go
- The best way to calm is to focus on your breath – nothing will give you as much advantage when dealing with an irate customer
- Feelings – Don't avoid. Hear them out and let them move on; even if not resolved, we can meet up with them later
- There is great value in writing the perfect e-mail, making the perfect collection call, negotiating the perfect repayment plan
- Focus on the 'now'
- Make your very first collection call ever – on a daily basis!
- Develop the list of perfect questions for any excuse given by a debtor

Your Name: _____

Company: _____

Email: _____

Phone: _____ Fax: _____

Please invoice to pay via credit card