

Are you *tired* of your salespeople...

- ◆ ***Slowing Down Your Cash Collections?***
- ◆ ***Not Responding to Your Email & Voice Mail Messages?***
- ◆ ***Whining and Complaining About Your Business Credit Team?***



“I really enjoyed your presentation at the NACM Credit Congress. I have always been an advocate of building a strong relationship with sales and by attending your session came back more enthusiastic and pumped up to do the right things!”

~ Alice Thivyanathan, Credit and Collections
Redmond, WA

Microsoft

“I was impressed by your ability to bring a practical solution to a problem that has been around for years. You present yourself very professionally, and I liked your ideas. Thank you.”

~ Susan M. Archibeque, CCE, Director of Credit, Nicholas & Company, Inc.
Salt Lake City, UT

“Excellent, every company striving to increase profits and decrease DSO should attend!”

~ Robert Lewis, Credit Analyst
Norcross, GA

Mizuno

“Thank you very much Davy, from me personally for truly making our conference outstanding. Your sessions were rated extremely high, you cannot imagine how good that makes me feel...happy members make me happy!”

~ Dianna Rowinski, Director of Education Services

**Wisconsin
Credit
Association**

How Much *Revenue* is Lost Each Year and How Much *Cash* Goes Uncollected Due to a Breakdown Between Your *CREDITandSALES* teams?

Dear Business Credit Professional,

Like you, I was *tired* of our Salespeople...

- ◆ Slowing down cash collections
- ◆ Not responding to email & voicemail messages
- ◆ Whining and complaining about our Business Credit team.

Like you, I needed to find *new and innovative* ways to deliver more value to my company. I can tell you from experience, by strengthening your *CREDITandSALES* relationship, you can:

- ◆ Maximize your cash flow
- ◆ Increase profitability
- ◆ AND boost the value of your Business Credit team!

If you'd like to enjoy these benefits *while getting your Sales team* more involved in *increasing* cash collections, *responding* to email & voicemail messages and stopping the whining and complaining about your Business Credit team, please read on!

Why should you focus on the *CREDITandSALES* teams? It's quite simple, Sales delivers REVENUE, and Business Credit delivers CASH! Your bottom line improves when these teams work closer together to achieve results. I can show you how to improve your results by taking your *CREDITandSALES* relationship to the next level.

Who better to learn from than a successful business executive with over 20 years of real-world experience as a Sales Manager AND Business Credit Professional? My hands-on experience makes me the ideal mentor to reveal the strategies and techniques to help you strengthen your *CREDITandSALES* relationship!

I Never Planned on Becoming a Professional Speaker...

Before I get into more details, let me explain how this all came about.

In the summer of 2002, I attended a National Credit Management conference with over 1,500 Business Credit Professionals. There were informative speakers, an ener-

gized atmosphere and great networking opportunities. I was amazed at the number of Credit Professionals who had committed themselves to improve their knowledge and skills.

At the conference, I made it a point to attend each and every session. Before one of the sessions, I introduced myself to the speaker and we shared a little about ourselves.

During that conversation, I mentioned that I have over 13 years of sales and sales management experience, and for the past 5 years, I have been in the Credit and Customer Service side of our business. *He asked me why I made the change, as it is a bit unusual for a Salesperson to "cross the line" into the Credit side of the business.*

Before I could explain, it was time for the session to begin. The speaker was not more than five minutes into the presentation and a voice from the back of the room interjected,

"That would probably work if the Salespeople would work with us instead of against us!"



Light Bulb Moment

That comment surprised me because our CREDITandSALES teams have enjoyed a strong and positive relationship that produced a 59% reduction in our DSO while revenue increased 50% during the same period!

"I gained a lot of useful information and ideas and have passed them along to others in the department. We are currently implementing your idea of providing sales with a guide to financial services. Our department manager thought it was a great idea and others are excited about it as well!"

~ Jamie Barksdale, Sr. Business Analyst
Indianapolis, IN



"I will increase profits and productivity by taking advantage of the sales teams abilities to enhance our collections!"

~ Jeff Ness, Director of Credit, Ariens Company
Brillion, WI

So the next thing I knew...the speaker was pointing to me, asking if I would like to offer a response to the group! When I turned to face the audience, I was surprised to see a room full of Business Credit professionals anxiously awaiting my comment. You can imagine what was going through my mind, as I knew I was the only "Salesperson" in the meeting room.

I took a deep breath and shared a technique with the group that I have used for years to overcome the seemingly common communication issue. I fielded a few more questions and then asked the attendees to see me after the session if they were interested in learning more about my proven strategies and techniques.

Well, that opened the floodgates!

Many of the attendees handed me their business card after the session and wanted more information on how to strengthen their *CREDITandSALES* relationship!

Got the picture? The Salesperson turned Business Credit professional was in *high demand!* Quite frankly, it was impossible to keep up with the individual requests I was receiving. So, I founded *CREDITandSALES.com* and packaged my years of success into easy-to use strategies and techniques.

This program is designed to help you strengthen your *CREDITandSALES* relationship to maximize cash flow, increase profitability AND boost the value of your Business Credit team!

Since then, I have presented my proven strategies and techniques to numerous individuals, companies and organizations. By the way, I was invited back to present at the National Association of Credit Management's 107th Credit Congress and again at the 109th Credit Congress!

Why should you focus on your *CREDITandSALES* teams?

It's about profitability and it's quite simple...Sales delivers *REVENUE* and Business Credit delivers *CASH!* Your bottom line improves when your teams work closer together to achieve results. I'll show you how to take your *CREDITandSALES* relationship to the next level!

Why Listen To Me?

*Who better to learn from than a successful business executive with over 20 years of real-world experience leading both *CREDITandSALES* teams?* My no-fluff approach coupled with my proven strategies and techniques makes me the ideal 'strength coach' to strengthen your *CREDITandSALES* relationship!

Many Business Credit professionals reach their full potential by implementing my proven strategies and techniques. But don't take my word for it, find out for yourself!

Contact me today to check availability and ask about my special association discounts!

This *action packed*, interactive 3-hour program will help you maximize your cash flow, increase profitability *AND* boost the value of your Business Credit team!

This program will help you...

- ◆ **Speed up your cash collections**
- ◆ **Get the Sales Team to respond to your email and voicemail messages**
- ◆ **Stop Salespeople from whining and complaining about your Business Credit team**
- ◆ **Overcome the perceptions of being the sales-prevention department**
- ◆ **Maximize your cash flow by reducing write-offs, adjustments and credits**
- ◆ **Strengthen your *CREDITandSALES* relationship to increase profitability by achieving mutual revenue and cash goals**
- ◆ **Create reports that encourage action from the Sales Team**
- ◆ **Identify how Sales Professionals think and how they approach challenges (not problems)**

This Program Produces Results...*FAST!*

"I learned how to leverage relationships to increase collection efficiencies. Great presentation, a lot of takeaways that can easily be implemented and used!"

*~ Cecila de la Rosa, Credit Manager
Burbank, CA*



CREDITandSALES.com

(210) 497-1948

** Coaching * Consulting * Presentations * Seminars * Workshops **

What Qualifies Me to Work With Your *Business Credit* Team?



Hi, I'm Davy Tyburski, founder of *CREDITandSALES.com*. *My extensive background is unique in that it includes both CREDITandSALES management experience.* This real-world experience makes me the ideal 'strength coach' to reveal the strategies and techniques that can help you strengthen your *CREDITandSALES* relationship to boost the value of your Business Credit team, improve cash flow and maximize profits!

I am a proven leader, author and professional speaker specializing in strengthening the *CREDITandSALES* relationship within companies. Besides being the founder of *CREDITandSALES.com*, I serve as Vice President of a publicly traded, global medical technology company. My career includes *over 20 years of proven results*; 13 plus years devoted to successful Sales and Sales Management and 7 plus years leading Customer Service and Business Credit teams. My track record of success includes many awards and accomplishments:

- > Honored with the CEO's Award of Excellence
- > Awarded Outstanding Performance six times
- > Two-time member of the President's Inner Circle and President's Club
- > **Reduced DSO by 59% (Revenue increased 50% during same period)**

Much of this success is attributed to building and maintaining a strong CREDITandSALES relationship within my company. My real world strategies and techniques produce world-class results. Many Business Credit professionals reach their full potential by implementing my proven strategies and techniques. But don't take my word for it, find out for yourself! Contact me today to check availability and ask about my special association discounts.

Yours in Selling and Collecting,

CREDITandSALES.com



**The Right Relationship
Produces the Right Results!**

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"I learned how to use reports to effectively communicate our standings and goals. Great, enthusiastic presentation that was easy to follow!"

~ Tania Dhuey, Key Account Credit Analyst
San Leandro, CA



"I really enjoyed your session...when I walked into the office this morning a salesman asked me to release a problem account. Instead of my typical NO, I suggested that he get involved with helping me collect on a problem invoice and I would release the account for his new order. He's already started working on the problem! Thanks again."

~ Dan Ducharme, Credit Manager
Houston, TX



"Better than other seminars, not just a feel good but rather a how-to! I will use what I've heard to foster relationships and produce information for the 'suits' to show how tweaking our system will improve the bottom line."

~ Tyler Steenblik, Credit Manager, Young Electric Sign Co.
Salt Lake City, UT

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