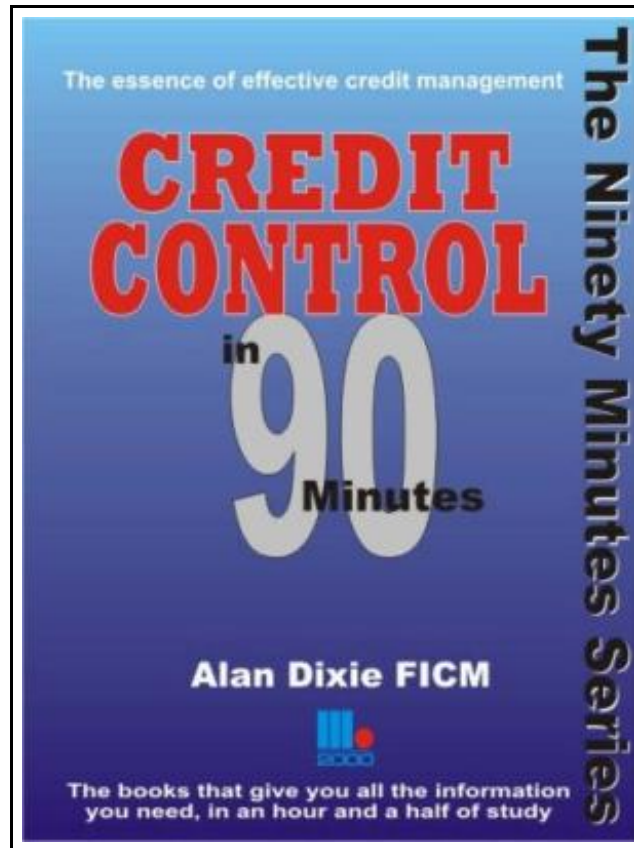


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Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Credit Control in Ninety Minutes: The Essence of Effective Credit Management, Alan Dixie, This is another in the "In Ninety Minutes" series, which offers readers a comprehensive but easily readable and digestible text covering a specific topic in an hour and a half of study. The credit control function provides the lifeblood of a company, translating sales into cash, and protecting both profitability and cash flow. Good credit control can make the difference between success and failure for any business, small or large. This concise guide provides detailed, practical advice on all aspects of collection from initial recruitment and systems set-up through to legal remedies in the event of default. Areas covered include: the role and function of the credit control department; the psychology of credit control; the chase procedure, including sample letters; how to overcome excuses and negotiate payments; how to get through to the decision-maker; collection agencies and solicitors; suing through the Courts; assessing the risk; and outsourcing. "Credit Control in 90 Minutes" is packed with useful information and advice - an invaluable tool for practising credit controllers at all levels.



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