



## Programme on **CASH Before You CRASH**

**Collect & Prevent Overdue Outstanding without losing Customer**

**Friday, December 23, 2016 - 9.30 a.m. to 5.00 p.m.**

**Venue:** Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

One of the pressing problems of many organizations is THE COLLECTION PROBLEM. Money that is due does not come in time and, occasionally, not at-all, thus landing the company in embarrassing and stressful situations. Creditors pester, deliveries suffer, production suffers and the opportunities are lost.

The ideal approach is to **prevent** collection problems. The next best thing is to **tackle** them in time. The **worst** is to hope that time will take care of things. The tragic thing about collection problems is that the more severe the problem, the less energy the people have to solve the problem. They succumb to a sense of helplessness and hopelessness.

### **PARTICIPANTS PROFILE:**

The programme will benefit all Executives and staff from Sales , Marketing, Sales Administration, Logistics, Distribution (direct or channel), Production, Customer Care, Finance and Accounts from all types of businesses - Manufacturing, Re-selling, Service, Consumer Loan, Housing Loan, Cellular, Credit Card etc.

### **CONTENTS:**

#### **Collecting Over dues Step-by-Step**

- Facts of due / over-due debtors.
- Cash-flow cycle & how over-due affects growth
- What is customer oriented follow-up
- Empower participants in their task of collecting overdue accounts
- Collecting money on time without losing customer
- Types of Customers / Problems, with focus Government Departments
- Strategies, tried and tested approaches to collection problems
- A step-by-step approach to Collecting OVER DUES

- How to handle 'Dishonour of Cheques' effectively.
- Credit Control Systems
- Collection Planning that boost Cash flow
- Success Mantra

### **METHODOLOGY:**

Participative and interactive. Presentation, success stories, problem discussions and course material.

### **FACULTY:**

**Mr. A. K. Guha**, Ex-Business Development Director of Renoir Consulting, UK has served in the Indian industries for three decades. Other corporate he has served are Arya Communication (Motorola), General Electric-Alsthoms Ltd., Aplab Limited, Bright Brothers, etc. He has also served in the Middle-East. From Account Assistant to Vice-President- Commercial to Executive Director (Business development). He also headed EDP / MIS, HRD and Marketing Department.

### **FEE:**

₹1500 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of '**Ahmedabad Management Association.**'

### **REGISTRATION:**

Please send your registration along with participation fee to:

#### **Ahmedabad Management Association**

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,

Ahmedabad 380 015 • Phone:079-26308601-6

Mobile : 9537407187 • Fax:079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org

Mobile App: AMA-Ahmedabad amaIndia.org



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**REGISTRATION FORM:**

Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**

ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.

**Phone:** 079-26308601-6 • **Mobile:** 9537407187

**Fax:** 079-26305692 • **E-mail:** ama@amaindia.org

**Website:** www.amaindia.org

**Android Mobile App:** AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of  
"Ahmedabad Management Association".

**Name(s)** \_\_\_\_\_ **Designation:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Pin Code:** \_\_\_\_\_

**Telephone(s):** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:**