



## **COLLECTIONS**

The Evans Group believes that by eliminating the questions you have within your “collections program,” you will need to eliminate your “collections questions.”

If you have opened this document, the assumption is that you have “**collections issues.**”

**We have a one-word answer for “collections issues” ---- OWNERSHIP!**

Okay, so now what? To get rid of “collections issues” you need to answer your “collections questions.” The Evans Group has spent a lot of time covering this issue in our seminars: In both “Keep the Main Thing the Main Thing” as well as “You are what You Decide,” we detail the steps to build a program.

**Have AN OWNER for EACH COMPONENT of your COLLECTIONS PROGRAM.**

### **Establishing Terms Component**

Has someone reviewed your documents and procedures?  
Does someone have the responsibility to utilize them to set up terms?  
Who owns communicating those terms to the customer?  
Who owns training that person how to do that?

### **Terms Component**

Do you have a menu of terms you offer?  
Someone needs to “own” making that list.  
Then someone needs to “own” explaining what those terms mean at your company.  
Have them written for Training Purposes including resolution options training.

### **Reporting Component**

Do you have Weekly Accounts Receivable Aged Reporting? Who owns creating it?  
Can it be sorted . . . worst first . . . by rep . . . by dollar amount outstanding?  
Does anyone read the report and oversee progress?  
Are there notes kept from week to week?

### **Collections Component . . . (Please note this is only a piece of the puzzle)**

Is there TRULY an owner? Who is responsible to collect?  
Are there handoffs?  
Is compensation tied to collections? (Provide incentive to sales staff –reward for prepay)  
Is there training (i.e. role-play, one on one coaching, mentoring) that takes place?

### **Benchmarking and Process Component**

Who owns making sure your percentage outstanding is “in-line” or “improving?”  
Who owns making sure your Aged Amounts are “in-line” or “decreasing?”  
Does anyone enforce “on hold” or “over-credit limit” or other similar situations?  
Have you audited your “posting” or “statement” or “credit memo” procedures?

**Do you have OWNERS . . . or just participants in your Collections Program?**