

# The customer - how to improve your cash ?

Customers are the only internal cash funding of the business.

## TRAINING OBJECTIVES

Getting to know the tools to the good management of customers from the opening of the accounts to the cashing in so as to speed up the cash flow.

## SCHEDULE

Basic principles :

- Introduction to the customer cycle
- The customers concerns all within the business (inter-department cooperation)
- Preventive is always better than curative

The various management stages of the customers :

- The opening of the account:
  - ◇ The informations to be obtained
  - ◇ The negotiation to be performed (type of payment and delays)
- The customer credit :
  - ◇ The decision as to authorised credit and the updating process
  - ◇ The credit insurance policy and its follow-up
  - ◇ Procedures and rules
- The ordering process: the importance of writing and of the confirmation
- The terms and condition of the selling:
  - ◇ The incoterm and their consequences (ex works, DDP ...)
  - ◇ The reserve of property clause
- The delivery: The quality of the document to avoid future litigation
- The invoicing: quality and speed to avoid problems
- The customer recovery :
  - ◇ The recovery before and after due date (differences and objectives)
  - ◇ The recovery in writing or by phone (when, what, how ?)
  - ◇ The recovery tools (Excel, specialised software)
  - ◇ The litigation
- The disputes:
  - ◇ Why to manage disputes ?
  - ◇ How to deal with disputes ?
  - ◇ How to manage disputes to improve customer satisfaction and quality
- The cashing in: beware of the checks and bills of lading !

## SKILLS TARGETED

- To master the customer process and the best practices
- To understand the key factors to accelerate the cash inflow
- To know how to use the customer management to improve quality



REF: TR006

**DURATION:**

1 day

**TRAINER:**



**Michel Pivot**

Chief Financial Officer

Operational advising in  
finance to businesses

**TARGETED PUBLIC:**

- Small business manager and their management team
- Selling force
- Accountant managing customers

**CONDITIONS:**

- No previous knowledge necessary

DAF Evolution SARL with a capital of 5 000€

2 rue de l'Eglise - 95450 Commeny - Phone : 06 11 20 88 91 [www.dafevolution.fr](http://www.dafevolution.fr) [contact@dafevolution.fr](mailto:contact@dafevolution.fr)

RCS PONTOISE: 751 905 613 00012 - NAF 7022Z - VAT N°: FR87751905613 - Trainer N°: 11 95 05647 95