

SNI in cooperation with Pennsylvania Association of Credit Management  
Proudly presents

**COLLECTING IS SELLING**

An exciting new full day seminar from  
**Barry Elms** "America's business coach"

Successfully persuading customers to pay past due bills requires the same skills that were needed to convince them to buy in the first place.

As with selling, collecting requires that you develop a skill set that will impact the customer to agree to your point of view.

During this exciting and dynamic seminar we will explore how to influence customers to pay quickly - **and feel good about it!**

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**THE PROGRAM – 9:00 AM TO 4:00 PM**

**MORNING PROGRAM**

- \*Collecting as a sales promotion.
- \*Developing a confident and persuasive personality
- \*Projecting a positive and professional image
- \*How to develop empathy through active listening

**AFTERNOON PROGRAM**

- \*5 things people hate about a sales pitch and how to avoid making the same mistakes.
- \*Analyzing the customer's needs in order to secure agreement
- \*Creative solutions for dealing with customer cash flow problems
- \*7 keys to collecting successfully on every call.

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**Date: April 20, 2010**

**Sheraton Station Square, 300 West Station Sq Dr, Pittsburgh, PA 15219  
(412) 803-3874**

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**INVESTMENT: Includes seminar fee, course materials, lunch and refreshments.**

**Register By 2/28/10** and pay \$195.00 per person or \$165.00 each for 3 or more from a company.  
**Register After 2/28/10** and pay \$245.00 per person or \$205 each for 3 or more from a company.

**Please list your PACM member number \_\_\_\_\_.**

(If you are not sure of what your Member. # is contact Donna Eiben at 412 344-1400, ext. 301 or donna1@peacm.com)

**NON-MEMBERS - Pay \$350.00 per person**

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Name.....Name.....Name.....

Company.....Address.....

Contact name.....Ph.....Email.....

**Send registrations by Email to [snideals@aol.com](mailto:snideals@aol.com) or by fax to 978 463 0340.**

**Send checks to: SNI, 25 Storey Avenue, Newburyport MA 01950.**

**All registrations are considered final, and payment must be received prior to the seminar. Only cancellations received in writing 14 days prior to the event will receive a refund.**