



## Power Day Program

### Accounts Receivable Management

#### PDAR Course Description

Accounts receivable is the most important contributor to incoming cash flow and can be over 40% of assets at B2B companies. You'll learn how to help clients manage A/R, improve cash flow, and mitigate bad customer debt. Hands-on practice with A/R measurements and management techniques will show you how to improve results and be more efficient. We'll also show you how to identify clients who need help, and how to package and price your services.

#### Syllabus

##### A/R Metrics and Tracking

- AR Management Services: The model
- Why it matters? Without AR Management...
  - Predicting cashflow is difficult
  - Companies experience unnecessary bad debt expense
  - Sales Commissions are difficult to navigate
- A/R and Collections Measurements
  - Days Sales Outstanding (DSO)
  - Days Beyond Terms (DBT)
  - Collections Effectiveness Index (CEI)
  - Benchmarking performance

##### Improving Cash Flow and Mitigating Bad Debt

- Methods and techniques
  - Correct customer postal and email and phone
  - Consistent payment policies and terms
  - Early payment discounts, late payment penalties and forgiveness
  - Consistent follow-up (dunning)
- Prioritizing and calibrating collections
  - Based on business impact and changes in end customers' behaviors & risk
  - Using customer segmentation to identify chronic late payers
- Boosting efficiency and scalability
  - Automated analyses
  - Inform and educate clients
  - CRMs can be used for AR automation

##### Managing Your Clients & Opportunities

- Identify clients who need help, and inform them of your services (Quickstart)
- Look for clients with targeted characteristics
- Prepare a pitch and upgrade clients to a higher tier (and upgrade Tally St)
- Pricing your services (ranges...)
  - Monthly fee (fixed or tiered or volume-based)
  - Share of collections
  - Bonus or share of improvement in KPIs (value pricing!)
- Benchmarking your performance and your clients' performance



## Power Day Program

### Accounts Receivable Management Essentials

#### Agenda

Times in Eastern	Segment
10:45-11	Meet and Greet
11-11:40	Session 1 Presentation – A/R Metrics and Tracking
11:40-12:00	Team Breakouts
12:00-12:20	Team Reports/General Discussion
12:20-12:40	Individual Work
12:40-1:00	Break
1:00-1:40	Session 2 Presentation – Improving Cash Flow and Mitigating Bad Debt
1:40-2:00	Team Breakouts
2:00-2:20	Team Reports/General Discussion
2:20-2:40	Individual Work
2:40-3:00	Break
3:00-3:40	Session 3 Presentation – Managing Your Clients & Opportunities
3:40-4:00	Team Breakouts
4:00-4:20	Team Reports/General Discussion
4:20-4:40	Individual Work
4:40-5:00	Conclusion/Motivate to Activate
5:00	Optional Q&A