# Debt Management

***Getting your money***

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## Debt Management

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## Debt Management

Introduction

What do you focus on?

1.Prospecting
2.Filling your sales funnel
3.Signing up customers
4.Keeping your customers happy



## Debt Management

The importance

**YOU NEED YOUR CUSTOMERS TO PAY !!**

1. Cash Flow to pay the bills
2. Working capital to invest
3. You do not need liquidity problems
4. You do not want to go bankrupt



## Debt Management

What is it?

1. A correct invoice
2. Sent in time
3. Talking with your customer about the invoice

So that:
1. The customer pays
2. In time



## Debt Management

A correct invoice

1. Your KvK number,
2. VAT number,
3. Correct bank account number
4. Payment condition
5. **Purchase number** of the Customer!
6. Correct department and address at the customers
7. **No unpleasant surprises**

## Debt Management

Right moment to talk about payment?

1. When you sign the agreement
2. Before you start writing the invoice
3. Right after you have sent the invoice
4. Immediately before due date
5. As soon as he has not paid in time

AND TALK IS NOT WRITE!

**TALK IS ON THE PHONE OR FACE TO FACE**



## Debt Management

Why do you "forget"?

1. No time, too busy bringing in new customers
2. Fear of offending the customer
3. **Not fun**



## Debt Management

The truth about debt management

It is counter intuitive!

1. You need to come across as a professional
2. Coming across as a professional, enhances your chances on customers coming back
3. And: you want to make sure he pays you before he pays others



## Debt Management

Conclusion

1. Correct invoice (from customer perspective)
2. Start talking about payments from the start
3. Come across as a professional, enhance your chances on customers coming back
4. Make sure you are paid first
5. IT IS NOT FUN, BUT NECESSARY
6. YOU CAN OUTSOURCE ☺