

Webinar

# TRADE CREDIT DECISION MAKING



Speaker:	Andriy Sichka, Managing Partner, Credit Engineering and Development Director of The Association of Credit for Central and Eastern Europe
Date:	Tuesday 8 <sup>th</sup> November 2016
Time:	15h00 CET (Central European Time)

# CREDIT ENGINEERING OVERVIEW

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In this webinar, you will be provided with an introduction in how to make your company effectively give and accept trade credit. Whether a large company or small, with sales domestically or abroad, you will see how you can take smarter credit decisions and:

- Help grow sales safely both domestically and abroad
- Protect your business from the risk of customer defaults
- Avoid conflict between sales and credit teams and improve customer service

## WEBINAR OVERVIEW

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Since the element of credit exists in every commercial transaction, individuals and businesses give and accept credit every day. Buyers use trade credit to improve their cash flows, while sellers use trade credit to increase their sales. However, credit is ambivalent by nature and helping to sell on the one side, it also creates issues of financing and risk of non-payment on the other. Thus, effective credit management requires equal and simultaneous care of sales support and payment assurance without any asymmetries.

Just as a bank evaluates the credit risk associated with their loan customers, credit managers of a business, also, have to evaluate the credit risk associated with extending trade credit to their customers. Businesses of different size, markets, industries, product types, etc. require a different configuration of their credit management function. Trying to find it without specific knowledge could lead to unnecessarily high costs without a guarantee of results.

In this webinar, you will be provided with an introduction in how to make your credit function effectively accept and give trade credit. Whether a large company or small, with sales domestically or abroad, you will see how you can:

- help grow sales safely both domestically and abroad
- Protect your business from the risk of customer defaults
- Reduce bad-debt reserves

We will discuss some of the credit products that have been developed by the industry to assist you in improving your trade credit management function.

This is the first of 6 further webinars which can be accessed from Credit Engineering. Other webinars include:

- Different types and scenarios of credit risk
- Evaluation of a counterparts' creditworthiness
- Methods and instrument of credit risk mitigation
- Credit terms, interest rates, price and discount in a trade credit transaction
- Assessment of credit demand
- Structuring of a trade credit transaction

## TRAINER BIOGRAPHY

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**Andriy Sichka** is an international credit manager with more than 20 years of experience. He is managing partner Credit Engineering and Development Director of The Association of Credit for Central and Eastern Europe. Andriy successfully accomplished training and consulting projects in companies like JT International, Electrolux, Danfoss, Golder Electronics and TermoHit. He is a member of the Chartered Institute of Credit Management. Andriy constantly invited as speaker and panelist on credit industry conferences. he is the author of publications on credit management including the book «Happy Customers Faster Cash» Eastern Europe edition.

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## ABOUT CREDITINFO ACADEMY

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Creditinfo Academy, part of Creditinfo Group, was introduced to promote education and training in the area of credit bureaus, credit risk management and financial literacy.

Creditinfo Academy is a skills development and training provider that delivers generic and customized training services.

The focus at Creditinfo Academy is to provide training for clients wanting to develop their skills to improve operational efficiency and overall business performance; as well as train consumers and assist public sector in their quest for financial inclusion.

# HOW TO LOG IN TO THE **WEBINAR**

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