

Collections



Taking Collections to the Next Level! This session focuses on the essential elements of an effective collections program that centers on the role of member service. Yes, Member Service! The current credit crunch is having a negative impact on many of your members and credit unions are in a unique position to assist them. Is your collections staff ready to help both the member and the credit union weather the storm?

This session will cover:

- Collections as a Member Service
- Early identification of economically troubled members
- Understanding your credit union's value proposition
- The Importance of loan documents
- Basics of the collection phone call
- Overcoming typical member objections to payment
- Dealing with difficult members

Speaker: David Reed is an author, consultant and nationally recognized speaker. He received his undergraduate degree from Virginia Tech in 1986 and his Juris Doctorate from George Mason University School of Law in 1989. Formerly, Mr. Reed was Vice President and General Counsel for Apple Federal Credit Union in Fairfax, Virginia

WHEN: July 14, 2010

TIME: 11:00 am – 1:0 pm EDT

Educational Investment: \$199 per telephone connection.

Unlimited Listeners and Free Audio Archive available for 21 days after the session.

Cancellation: Refunds will be issued, less a \$50 administration fee, up until the handouts and access information are emailed.

If you have not received your handout materials 3 days prior to session, contact the Education Department.

For more info...call us at **800-572-7359** or **423-899-2425 x 119** or **138**

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**Collections
July 14, 2010**

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Distance Learning

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