

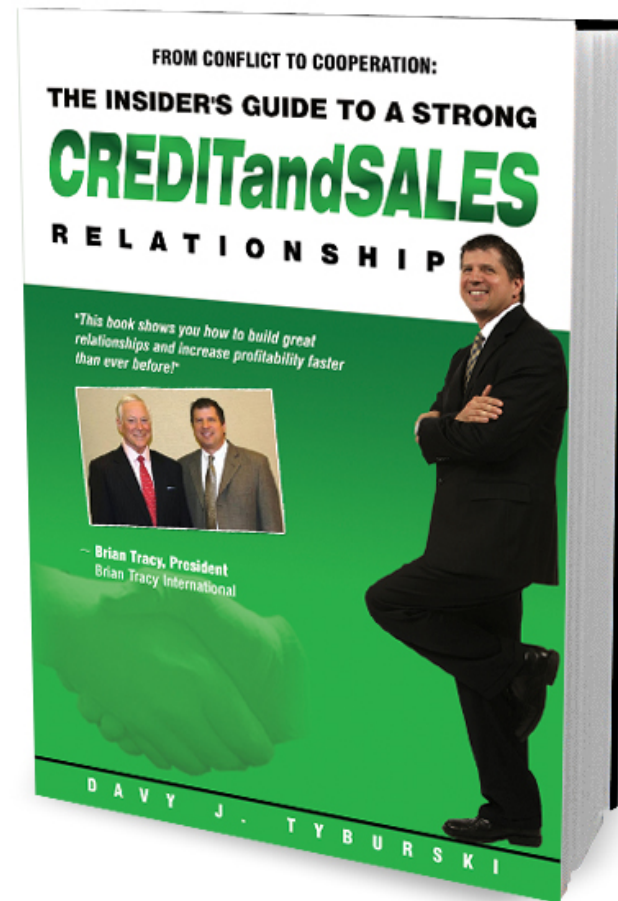
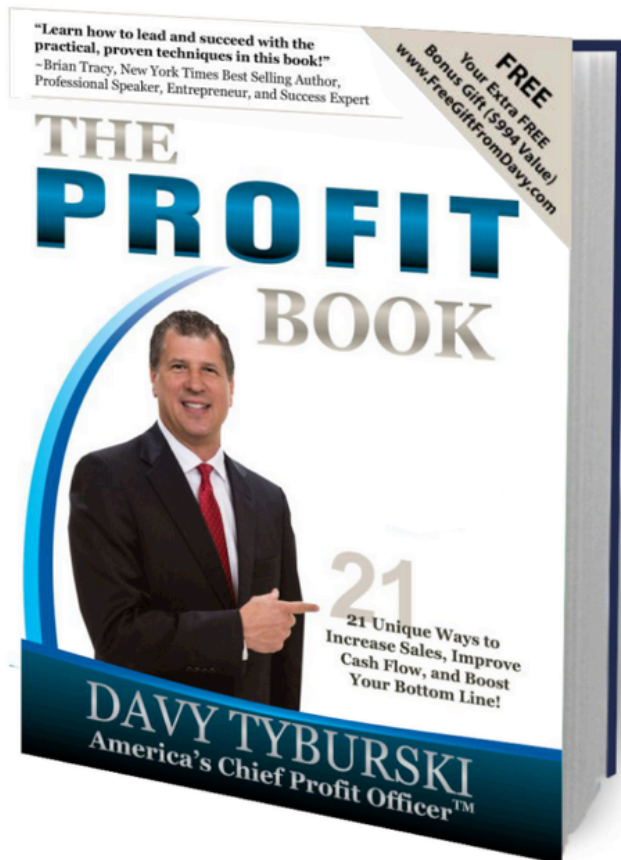
# **CREDITandSALES- Working Together to Maximize Profits for Your Company**

**Davy Tyburski,  
America's Chief Profit Officer  
[www.ChiefProfitOfficer.com](http://www.ChiefProfitOfficer.com)**



THE ASSOCIATION OF INTERNATIONAL CREDIT AND TRADE FINANCE PROFESSIONALS





“As a Shark, Davy speaks my language: ***PROFIT, PROFIT, PROFIT!***”  
~Kevin Harrington, Original Shark on  
ABC's Hit TV Show "**Shark Tank**"



“There are a lot of businesses out there that could benefit from Davy’s strategies and techniques. His strategies are ***easy to implement*** and can really change your entire business!”  
~Forbes Riley, **\$2 Billion TV Host “HSN and QVC”**

# What We're Going to Cover...



**Leg #1:** How I Went From a Salesperson...to Sales Manager...to VP Credit/Collections and Why That's Important to You

**Leg #2:** The Myths You've Been Led to Believe About Business Credit

**Leg #3:** Three Keys to Partnering With Sales to Drive More Profitable Sales

**Leg #4:** Q&A, How to Get More Help



# What YOU Told Me...



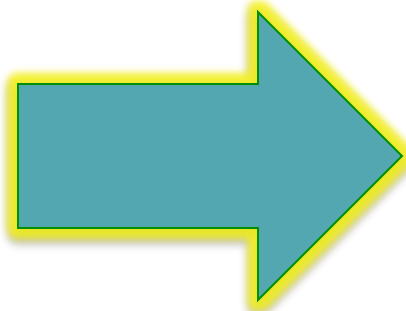
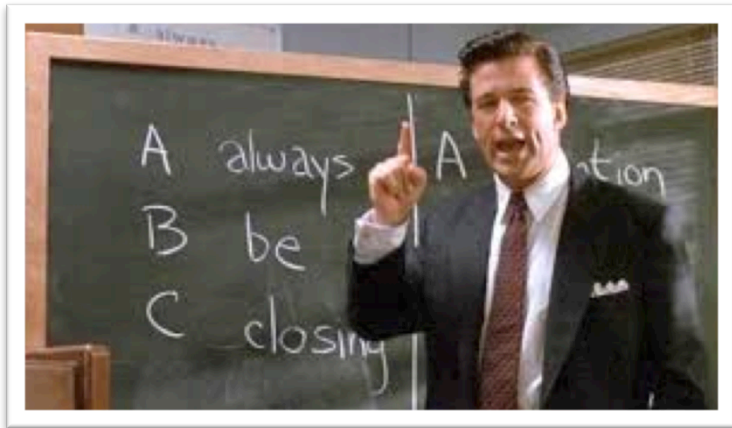
## Leg #1: My Story...

How I Went From a *Salesperson...* to  
*Sales Manager...* to Vice President  
*Credit/Collections* and Why That's  
Important to You



# It Was NOT EASY!

- The Sales Team “DISLIKED” Business Credit
- Some markets in excess of 100 days DSO
- Employee turnover was over 20%
- Customer delight (satisfaction)...all-time low
- Slow revenue growth



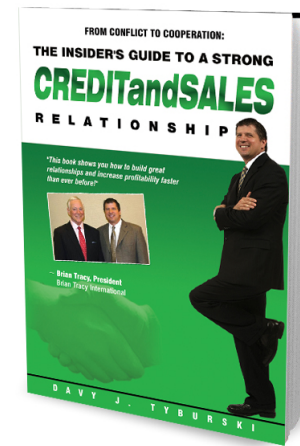
# One Mistake:

Delayed Investing in Myself and Finding the  
Right Mentors & the Right Education!





# How Did You Get Started in the Speaking Business?



# Warren Buffett

***"Invest in Yourself Before Anything Else"***



"Investing in Yourself is ***the best thing You can do-*** anything that improves Your own talents."



## After Becoming a Student...

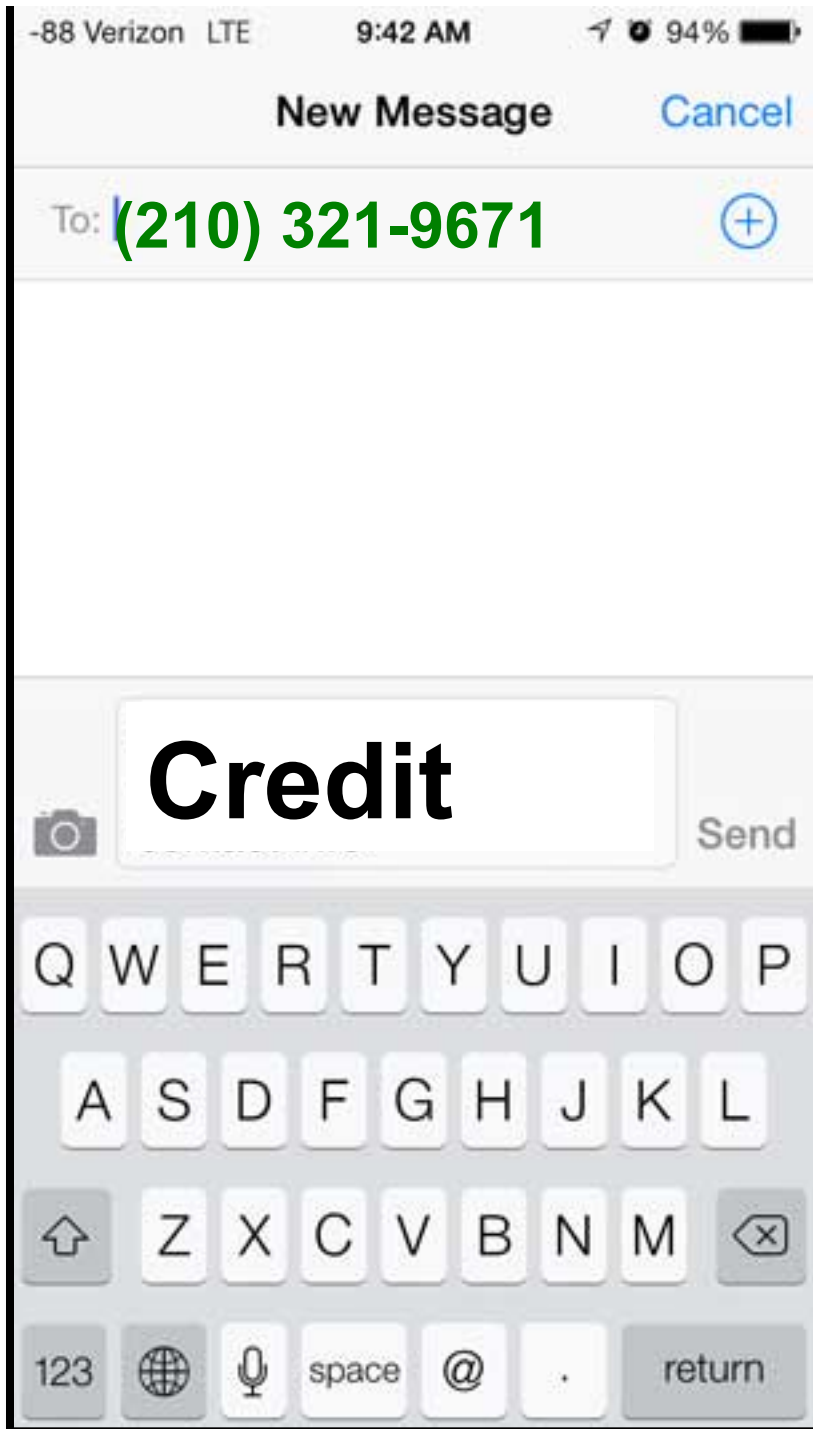
- Realized double-digit revenue growth
- Division drove down operating costs as a percent of revenue in excess of 30%
- Enabled me to achieve and sustain 90-plus % employee satisfaction ratings
- Double-digit increases in annual customer delight survey results
- Several personal achievement awards
  - CEO's Award of Excellence
  - Reoccurring member of the President's Inner Circle and President's Club



*Minds are like parachutes-  
they only function when open.*

*~ Lord Thomas Robert Dewar*





Save Yourself Time  
and Frustration:

Get My **Slides** and  
My Done for You Fill  
in the Blank  
**Templates!**

**TEXT Credit to**  
**(210) 321-9671**

# Leg #2: A Few Myths You've Been Led to Believe About Business Credit

- Myth #1:** Top Executives Completely Understand Business Credit
- Myth #2:** There's Not Much You Can Do to Increase Your Value Within Your Company
- Myth #3:** Business Credit/Collections Cannot Get Along With Sales



## **Myth #1:**

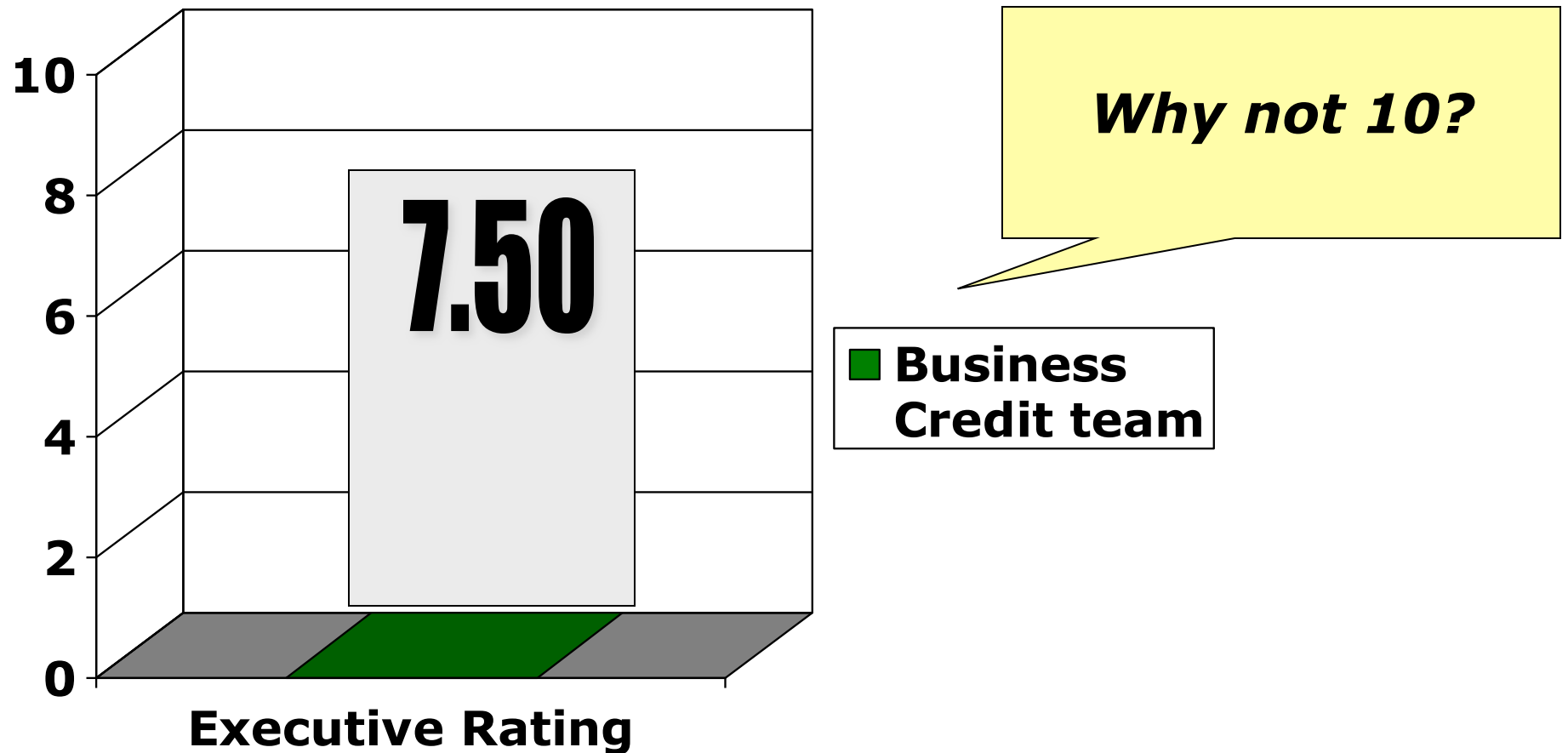
**Top Executives Completely  
Understand Business Credit**

# Research Shows

- Take a leadership role in process improvement initiatives
  - Creating a seamless process will reduce errors, delays and rework
- Our operation must evolve into a complete customer service oriented organization
- We (Business Credit) receive different levels of appreciation



# Perceived Value of the Business *Credit* Team to the Organization



## **Myth #2:**

**There's Not Much You  
Can Do to Increase Your  
Value Within Your Company**

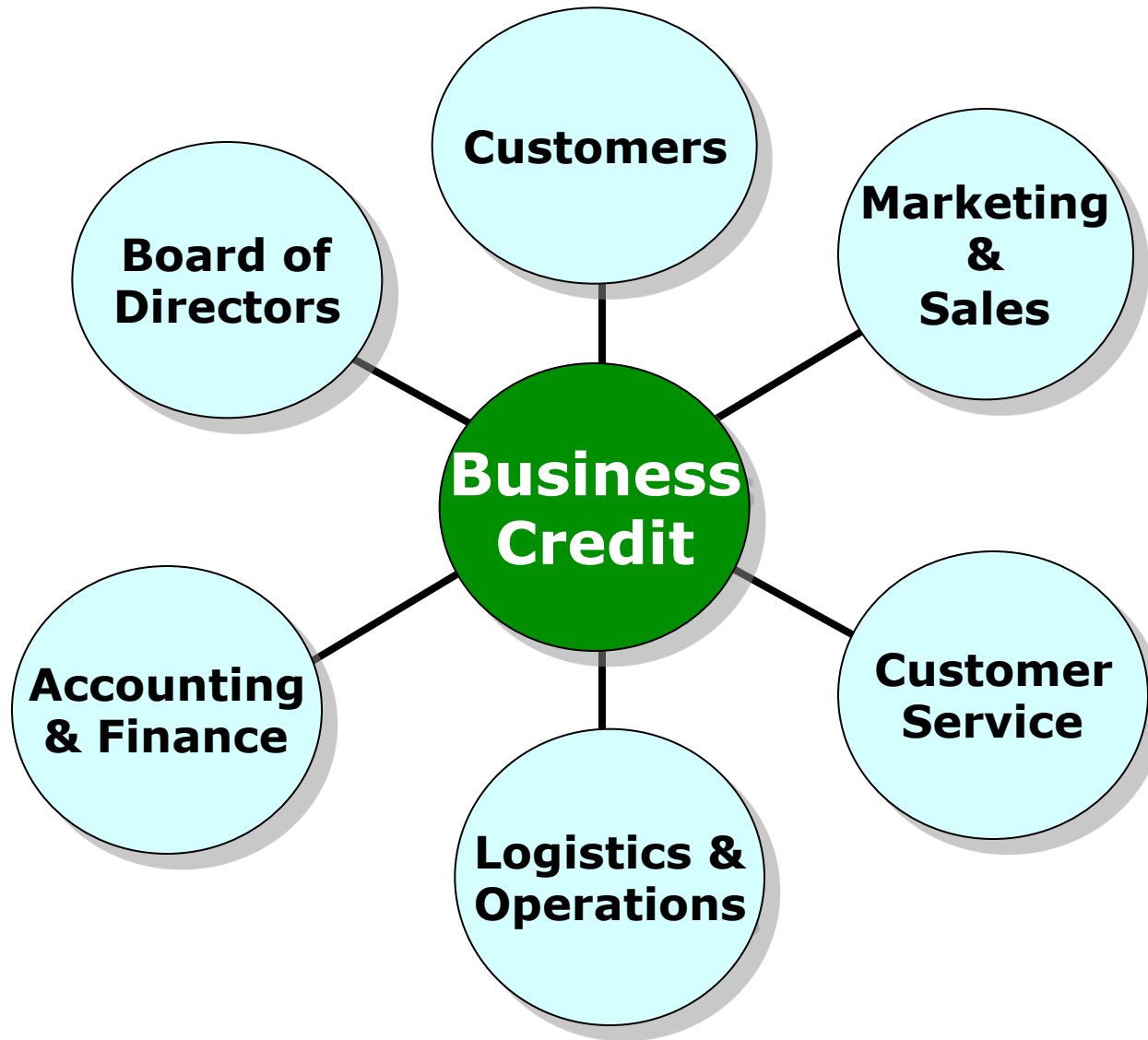
# Improvement

A Team Doesn't Have To Be

# ***SICK***

In Order To Get Better...

There Is ***ALWAYS*** Room For  
Improvement





# Business Credit Sees it All!

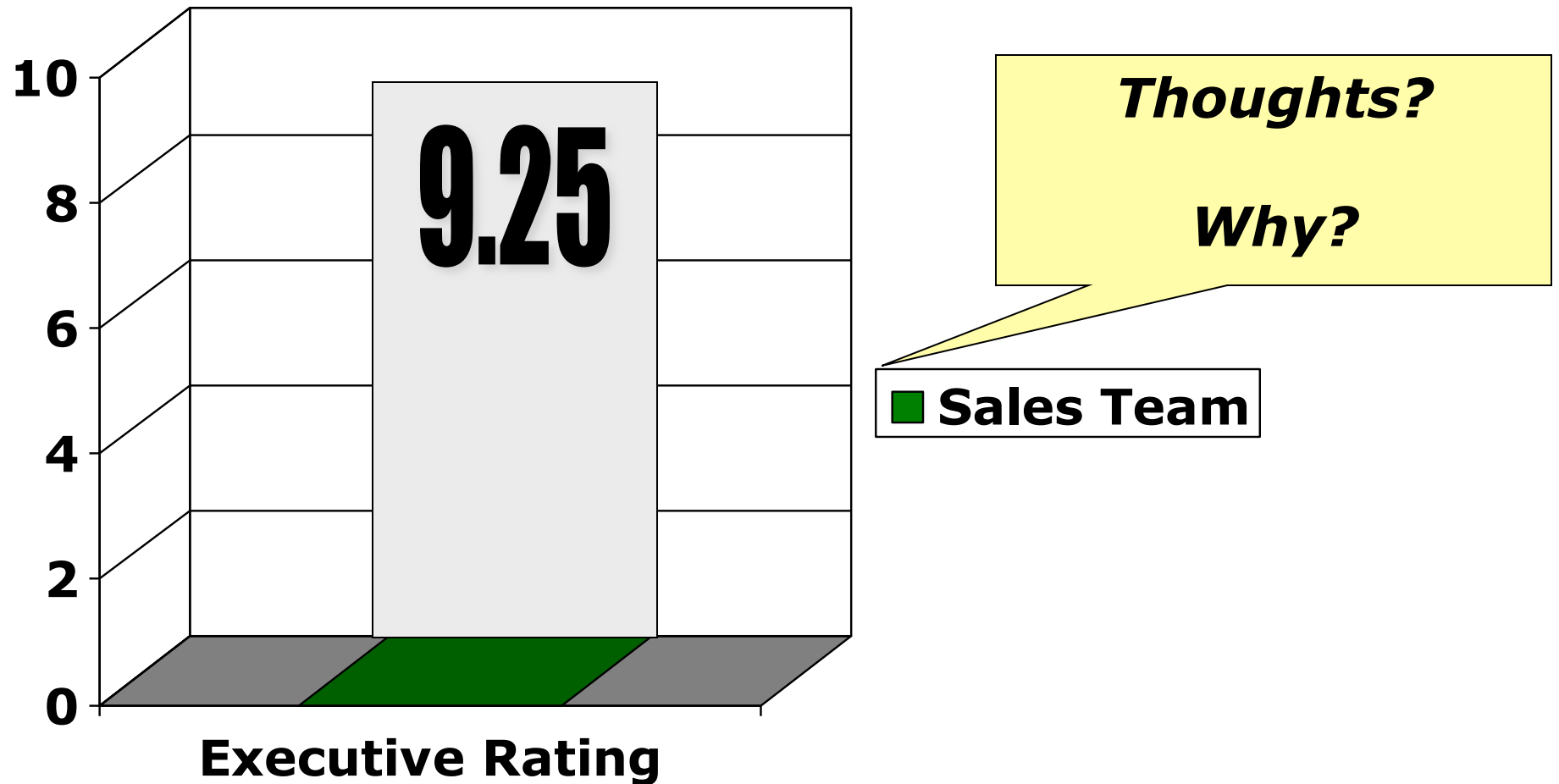
## Compliments, Concerns, Suggestions

- TRACE Process
  - **T**rack
  - **R**eport
  - **A**nalyze
  - **C**onstantly
  - **E**xecute (change)

## **Myth #3:**

**Business Credit/Collections Cannot  
Get Along With Sales**

# Perceived Value of the *Sales* Team to the Organization



Remember...

**“Common sense is not  
common practice”**  
**- Davy Tyburski**

# Relationships

You don't develop courage by being happy in your relationships everyday.

You develop it by surviving difficult times and challenging adversity.

~ [Barbara De Angelis](#) ~

# Why Build a Strong Relationship???

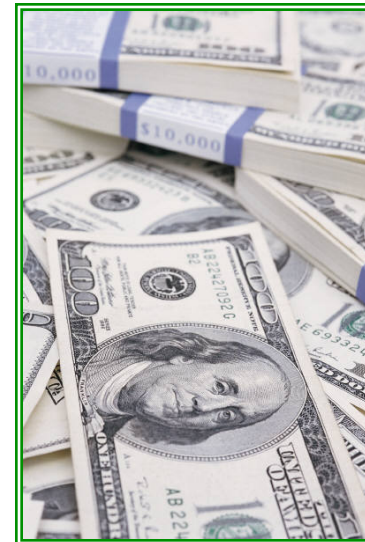
- Delinquent accounts drain away profits
  - After 60 days, over 15% will go uncollected
  - After 90 days, over 27%...
  - At 6 months, over a 43% chance that the delinquent account will never be collected

# Two Greatest Assets

- SALES delivers REVENUE!
- Business CREDIT delivers CASH!

A solid and positive relationship produces many benefits:

- Improved profitability
- Increased cash flow
- Better operational efficiency
- Improved communication
- Better teamwork





# Characteristics

## Business Credit-YOU

- Make very few mistakes
- Usually are cautious, careful and realistic
- Usually are pretty direct
- Very consistent
- Sometimes are predictable
- Real go-getters
- Love winning
- Enjoy challenges

## Sales

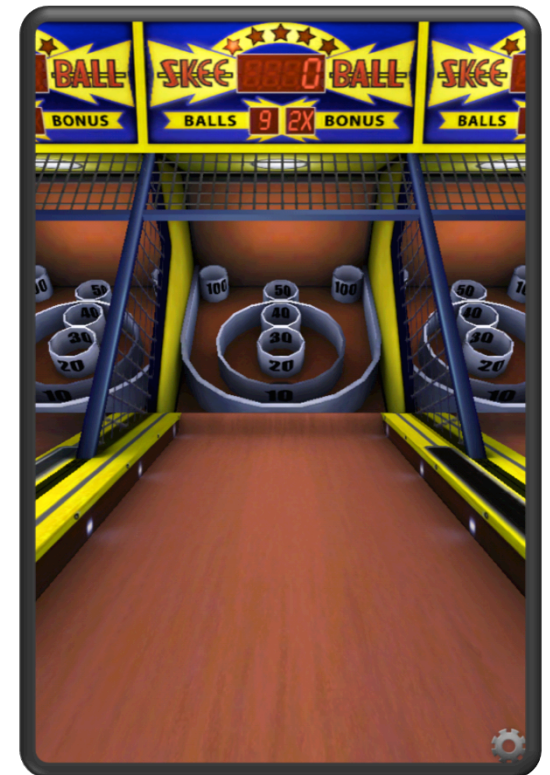
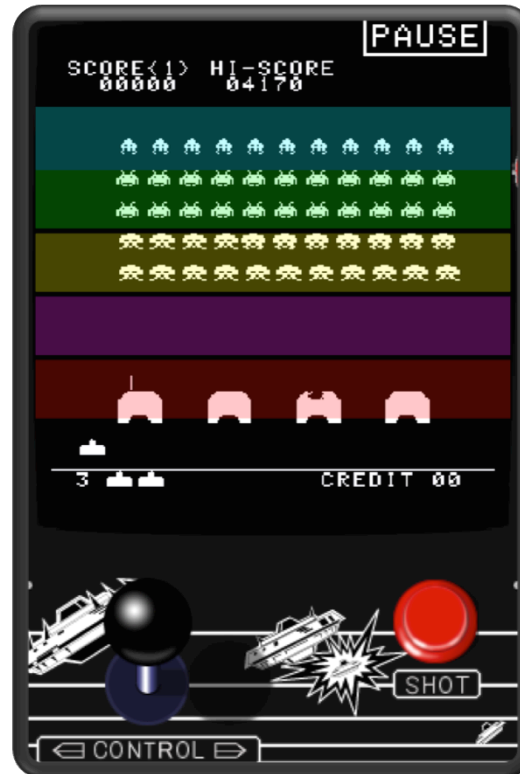
- Expect quick results
- Enjoy trying new things
- Looking for opportunities
- Risk takers
- “Do whatever it takes”
- Just get it done
- Real go-getters
- Love winning
- Enjoy challenges

## Leg #3: Three Keys to Partnering With Sales to Drive More Profitable Sales

1. Respect
2. Appreciation
3. Communication

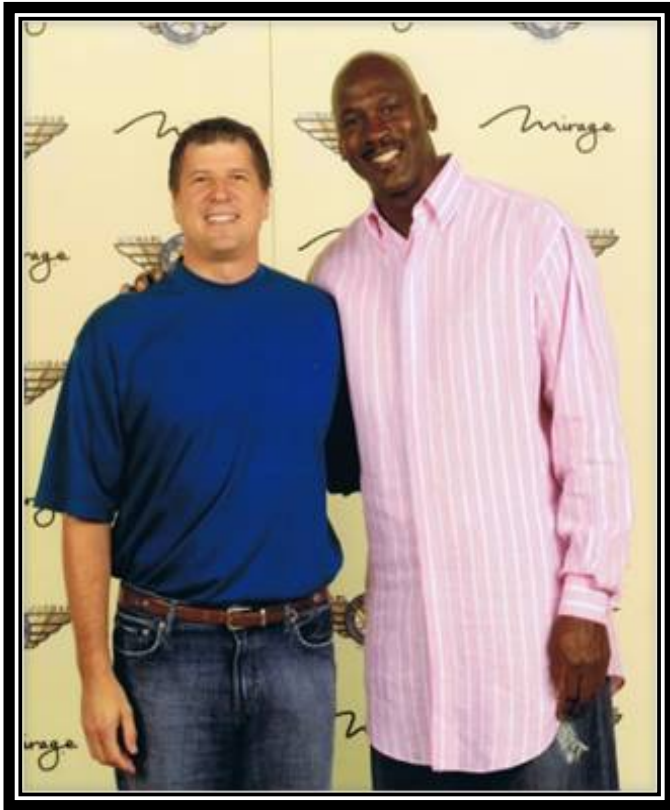


# Everything NEEDS a SYSTEM...



# Michael Jordan says...

## ***Master the Fundamentals***



“You can practice shooting eight hours a day, but ***if your technique is wrong***, then all you become is very good at shooting the ***wrong way***. ***Get the fundamentals down and the level of everything you do will rise.***”

#1

Respect  
Salespeople's  
Time

# Time

- Develop key process reference cards
  - Process flows, Step-by-step checklists
  - Ideas to expedite the process (communicate major show-stoppers)
- Who to call for what guide

# Documenting Your Protocol- Process-Procedure

## **OLD Way**

- Word-blank screen
- Paper-blank sheet
- Stare at it for an hour
- Do a few steps
- Stare at it a little longer
- Get bored, put it off
- 2 months later...
- ***"It's HARD to document it"***

## **NEW Way**

- Find who
- Rev it, Audio recorded
- Transcribed within a few hours
  - Comes back 80% done
  - Small edit
  - Create checklist
- DONE in hours, not months!

# In Minutes...Not Months!



**Order**

Client	Davy Tyburski
Order #	TC0018550041

How did we do?

☆☆☆☆☆

If you rate this transcript 3 or below, this agent will not work on your future orders

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Get this transcript in a non-tabular format

Jessica: Yeah, I mean, overall, our main goal is to use the skills that we have in dentistry and business to really bring value to the world. We're really not, I mean, obviously we want to make a good living but we're not in it to be a filthy rich dentist with multiple summer homes, and whatever.

Davy: Right.

Jessica: We want to give back to our employees, we want to back to our community, we want to get our team involved in doing that, do mission trips. I mean, there are a lot of things that we want to do that we feel a little too strapped down for right now.

Davy: Right.

Jessica: Something we really want to implement, even by the end of the year, is, I don't know if you've heard of the company Buy One Give One?

Davy: Yeah, I have heard of the concept before as far as Buy One Give One. I mean, it happens in shoes and a lot of other different industries but tell me more about that.

Jessica: Yeah, exactly. We like to do, Nathan's idea for this campaign would be something along the line of Fix a Mouth, Feed a Mouth. For every hygiene patient we saw, or something, we'd feed an x number of children in such and such place. It could be locally, it could be somewhere else. Just be able to show people that you can make a difference just by coming to a dentist and we'll take some of that and give back.

Davy: Good, okay.

Nathan: Yeah, I guess, really with that, we feel like we're doing good, we're fixing teeth but we want to do more good, if that makes sense.

Davy: Yeah, that definitely makes sense. That's good. Anything else on that one, Jessica, you want to expand on? Or are you good?

Jessica: I think that's good.

Davy: All right. Let's change gears here. Where do you think, what do you think you guys might be leaving money on the table right now? We talked a little bit about overhead, we talked a little bit about payroll but anything else, any other areas you think you might be leaving money on the table?

Jessica: Oh, yeah. Inefficient systems.

Davy: Okay.

Jessica: I cringe. We do thank you cards for our patients, like, for new patients and whoever refers them. When we first started, Nathan was hand writing those, then we passed it off to somebody else. I cringe every time I walk in the office and I see our office

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# Time

- Support each others growth and success
  - Send articles, blogs, share websites relating to sales or sales success stories
  - Helps you to “stay in touch”
- Be the “bad guy” with difficult customers
  - let sales play the “good guy” role

#2

Appreciate  
Salespeople

# Appreciation

- Ask the sales team to conduct product (service) demos for your team
  - Promotes loyalty of your products/services AND demonstrates loyalty to the Sales team
- Stand up for them, they'll stand up for you!

# Appreciation

- Spend quality time with the sales team
  - Learn more about what makes them tick
  - Observe live-selling situations
  - Joint customer visits
  - Conduct lunch and learns
  - Present at and attend sales meetings



# Brainstorm

The *Right* Message  
Produces the *Right* Results

## Appreciation

- Offer rewards/awards to the Sales team for doing things right
  - Correct paperwork (Perfect Packet)
  - Following policy/procedures
  - Helping you get cash in the door (picking up a check)

**Bonus Tip:**  
**Joint Profitability Contests**

# Appreciation & Praise

- Write GOOD JOB and THANK YOU notes to those who deserve them
  - Cards
  - Letters
  - E-mails
  - Voice Mails
- Little things mean everything!

# The ABC's of Optimism

(Free Download Available!)

TEXT Credit to

(210) 321-9671

- 
- |                            |                              |                               |                             |
|----------------------------|------------------------------|-------------------------------|-----------------------------|
| • <b><i>Amazed</i></b>     | • <b><i>Dynamic</i></b>      | • <b><i>Happy</i></b>         | • <b><i>Persistent</i></b>  |
| • <b><i>Astonished</i></b> | • <b><i>Ecstatic</i></b>     | • <b><i>Hopeful</i></b>       | • <b><i>Pleased</i></b>     |
| • <b><i>Astounded</i></b>  | • <b><i>Elated</i></b>       | • <b><i>Important</i></b>     | • <b><i>Positive</i></b>    |
| • <b><i>Blessed</i></b>    | • <b><i>Encouraged</i></b>   | • <b><i>Inspired</i></b>      | • <b><i>Privileged</i></b>  |
| • <b><i>Bright</i></b>     | • <b><i>Energetic</i></b>    | • <b><i>Intelligent</i></b>   | • <b><i>Reliable</i></b>    |
| • <b><i>Brilliant</i></b>  | • <b><i>Energized</i></b>    | • <b><i>Intrigued</i></b>     | • <b><i>Satisfied</i></b>   |
| • <b><i>Certain</i></b>    | • <b><i>Enthusiastic</i></b> | • <b><i>Jolly</i></b>         | • <b><i>Significant</i></b> |
| • <b><i>Cheerful</i></b>   | • <b><i>Essential</i></b>    | • <b><i>Jovial</i></b>        | • <b><i>Smart</i></b>       |
| • <b><i>Committed</i></b>  | • <b><i>Exceptional</i></b>  | • <b><i>Jubilant</i></b>      | • <b><i>Spirited</i></b>    |
| • <b><i>Confident</i></b>  | • <b><i>Excited</i></b>      | • <b><i>Lively</i></b>        | • <b><i>Sure</i></b>        |
| • <b><i>Dazzling</i></b>   | • <b><i>Fascinated</i></b>   | • <b><i>Loyal</i></b>         | • <b><i>Surprised</i></b>   |
| • <b><i>Dedicated</i></b>  | • <b><i>Fortunate</i></b>    | • <b><i>Lucky</i></b>         | • <b><i>Thankful</i></b>    |
| • <b><i>Definite</i></b>   | • <b><i>Gifted</i></b>       | • <b><i>Motivated</i></b>     | • <b><i>Thrilled</i></b>    |
| • <b><i>Delighted</i></b>  | • <b><i>Glad</i></b>         | • <b><i>One of a kind</i></b> | • <b><i>Trustworthy</i></b> |
| • <b><i>Dependable</i></b> | • <b><i>Gleeful</i></b>      | • <b><i>Optimistic</i></b>    | • <b><i>Unique</i></b>      |
| • <b><i>Determined</i></b> | • <b><i>Grateful</i></b>     | • <b><i>Overjoyed</i></b>     | • <b><i>Upbeat</i></b>      |
| • <b><i>Devoted</i></b>    | • <b><i>Great</i></b>        | • <b><i>Passionate</i></b>    | • <b><i>Wonderful</i></b>   |



# Appreciation and Praise

“Everyone has an invisible sign hanging from their neck saying,

***Make me feel important.***

Never forget this message when working with people.”

~ Mary Kay ~

#3

Communicate-  
the Right Way

# Communication

- There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts:
  - What we do
  - How we look
  - What we say
  - And how we say it.

~ Dale Carnegie ~

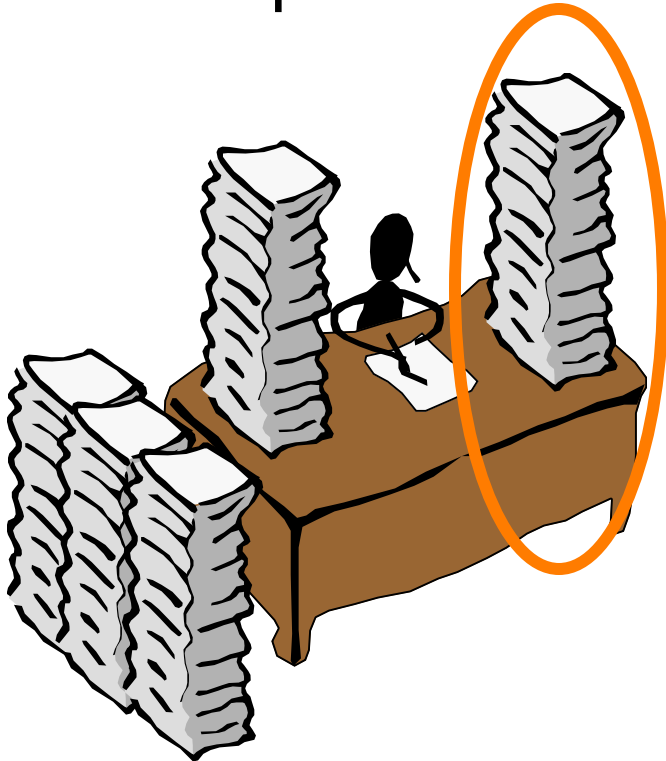
# Communication

- Clearly communicate credit rules/policies
- Use the phone versus email (more personal)
- Explain the benefits of “doing it right”
- Provide “News they can use”
  - Educate sales on ways to ensure smooth transactions

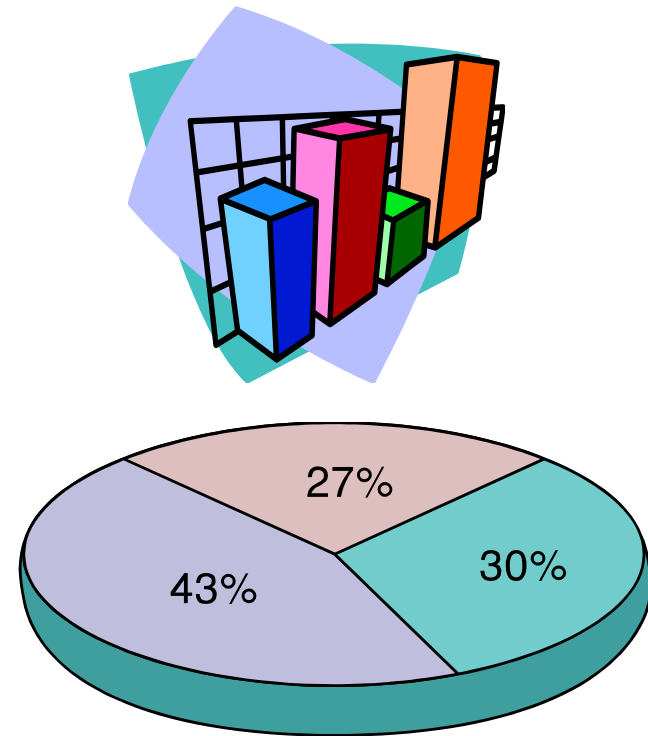
**What does Sales  
want to know?**

# Communication- Data and Reporting

- Credit professional



- Sales professional



## Communication- Data and Reporting

- Review issues and problems when credit rules/processes are not followed
- Conduct team meetings with senior management to review (credit, sales, & executive team)
- “If it’s not measurable, It’s not manageable!”

# Summary of Relationships and Expectations

- **R** Relationships
- **E** Expectations
- **$R^2 + E^2$**
- Remove Roadblocks
- Eliminate Excuses



# Communication

- Obtain valuable sales information and share it with the sales team
  - Expand on your standard follow-up calls
  - Ask open-ended questions & listen
- Creates a two-way street for communication
  - Sales will be more open to share with you when you share information with them

# Summary

- Improve Your Cash Flow
  - Streamline Processes, Remove Roadblocks, Eliminate Excuses
  - Compliments, Concerns and Suggestions
- Increase Your Credibility and Boost Your Value
  - Leadership Role, Process Improvement
  - WOW Your Top Executives
  - Enhance CREDITandSALES Relationship

YOU extend credit to obtain Profitable Sales  
**CREDITandSALES (one team)**

## Leg #4: Q&A and How to Get More Help

- Let's Welcome Back...Richard Clark

