

GEAR UP FOR PROFIT



Gear Up For Profit

Linking sales and credit cycles to grow profit.



GEAR UP FOR PROFIT

 Hotel Maya
700 Queensway Drive
Long Beach, CA 90802

 [CreditManagementAssociation.org](https://www.CreditManagementAssociation.org)
descobar@emailcma.org
800-541-2622 Option 6

A seminar for Sales and Credit Teams - Together.

Many companies operate sales and credit as two separate gears in their profit machine. Sales is one gear churning through leads to find those they can sell to. While credit, as a separate gear, is turning sales into cash securing timely cash flow. This seminar focuses on linking the sales and credit cycles together for maximum profit potential.

Linking these two gears together your company can:

- Find creditworthy companies to sell too before you invest time and resources in the sales process.
- Sell more to current customers who pay timely.
- Increase sales to customers who aren't currently utilizing their credit lines.
- Streamline the credit process to open new customers quickly.
- Reverse unproductive habits on both sides that inhibit reaching your maximum profit potential.

"Gear Up For Profit" is meant to be a presentation for both your Sales and Credit teams. Attending together, they can better understand the purpose of each department and how linked together they can increase profit. Exciting revelations will happen on both sides as they learn:

- Where the Sales cycle and Credit cycle link and how to use it to their advantage.
- How to find the right prospects.
- How to get your loyal customers to buy more.
- How to create a real partnership between Sales and Credit.
- How to communicate with customers and prospects to increase trust and buying habits.
- How to write effective sales and collection scripts that close sales and collect money.

February 10

LONG BEACH, CA

Date: Tuesday, February 10, 2015

8:30 – 11:30 am – Seminar

Duration: 3 Hours

Hotel Maya
 700 Queensway Drive
 Long Beach, CA 90802
 562-435-7676

Price: \$180 per person - 2 or more from same company \$150 per person.

PRESENTER: EDDY SUMAR

Eddy A. Sumar, MBA, CCE, CICE, and CEW, is the Founder of ER\$ Consulting Services in Rancho Cucamonga, Calif. He is an International Trade Financing Consultant; a Consultant for the Center for International Trade Development (CITD); a member of the Guidepoint Global Advisors, and an Associate of Quote 2 Cash (Q2C). Mr. Sumar has a Bachelor degree in Business Administration (B.B.A.) from Bethlehem University, Bethlehem, West Bank where he enjoyed a Fulbright scholarship and graduated as Valedictorian. He also obtained his MBA with distinction from Leicester University, Leicester, UK. With 24+ years of experience in the credit and collection field, he is a published author with multiple accolades, including the NACM/Robert Half Student of the Year Award in 2000, the Best Article Award in 2003, CCE Designation of Excellence Award in 2004, 2006 CMA Credit Executive of the Year Award, the CCR Credit Excellence Awards 2011 in International Credit Management, and 2012 CMA Instructor of the Year Award.

PRESENTER: JOHN KURTH

John Kurth is the President and Founder of Syntactics Sales Scripting™, which helps sales managers and individual salespeople to create winning sales scripts that close sale-after-sale-after-sale! John Kurth has more than 12 years of combined international sales experience in Hong Kong, Taiwan, and the United States. He has written winning sales scripts in the following industries: • Insurance • Financial Services • Computer/IT • Online Marketing • Health Care • Security • Logistics and • Network Marketing. John has a Master's Degree in Business Administration (International MBA) and an undergraduate degree in History. Also, John enjoys strategy games like chess, reading books, and enjoying the great outdoors. John has been an active member of Toastmasters International for more than 10 years.

ATTENDEE(S) INFORMATION	
Name	
Name	
Title	
Company	
Address	
City, State, Zip	
Phone	
Email	
<input type="checkbox"/> Check box if you require special needs such as dietary needs or wheelchair access. (A representative will contact you.)	

EVENT PRICING	
Per person pricing \$180. Bring 2 or more people from your company and the per person price drops to \$150.	
Total Due:	

PAYMENT INFORMATION	
<input type="checkbox"/> Check is enclosed made payable to CMA	
Please charge to: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX	Card Number:
Security Code (for AMEX 4 digits on front of card, for VISA and MC last 3 digits on back):	Exp. Date:
Name of Cardholder:	Signature:

Return to: CMA, Attn: Education Events 40 East Verdugo Ave. Burbank, CA 91502 or Fax: 818-972-5304
 Questions contact Customer Support 800-541-2622 Option 6

Cancellation Policy: Cancellations must be received prior to February 1, 2015 for refund of registration.

NO cancellations will be accepted after February 1, 2015, however substitutions are allowed.