WOODARD®

Services Expansion Program

Controllership Services
Accounts Receivable Management Services

Course Description

Accounts receivable is the most important contributor to incoming cash flow and can be over 40% of assets at B2B companies. You'll learn how to help clients manage A/R, improve cash flow, and mitigate bad customer debt. Hands-on practice with A/R measurements and management techniques will show you how to improve results and be more efficient. We'll also show you how to identify clients who need help, and how to package and price your services.

Syllabus

Section One – A/R Metrics and Tracking
- A/R Management Services: The Model
- Why it matters? Without A/R Management…
  - Predicting cashflow is difficult
  - Companies experience unnecessary bad dept expense
  - Sales commissions are difficult to navigate
- A/R and Collections Measurements
  - Day Sales Outstanding (DSO)
  - Days Beyond Terms (DBT)
  - Collections Effectiveness Index (CEI)

Section Two – Improving Cashflow and Mitigating Bad Deb
- Methods and Techniques
- Prioritizing and calibrating collections
- Boosting efficiency and scalability

Section Three – Managing Your Clients and Opportunities
- Identify clients who need help and inform them of your services
- Prepare your pitch
- Price your services
- Benchmark your performance and your client's performance

* No pre-requisite required.

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