Course Outline

Key Accounts:
Credit & Receivable Management

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Day 1

Management of Key Accounts, Customer Relationship Management, Credit Appraisal, Risk Management

Session 1: Know your company (KYC): Overview of the organization; SWOT analysis. Competitor analysis and comparison with our organization. The meaning of the vision and mission statement of the company and its applicability from a practical standpoint

Session 2: CRM framework: The CRM grid; engage, deliver and follow up concept. Overview of the process flow

Session 3: Credit and financial terms: Clearer understanding of general credit and financial terms used in industry and their practical applications

Session4: Company form of business: Understanding statutory compliances with regard to companies- resolutions, meetings, company seal, charge creation, etc.

Day 2

Receivables Management, Recovery Management

Session 5: Financial statements: Analysis of corporate balance sheets, advanced financial ratios, cash flow –importance and significance.

Session 6: Lease finance: Overview of operating and financial leases-why and when? Statutory requirements, impact of service tax etc

Session 7: Risk Management: Assessment, risk models and risk based pricing

Session 8: Credit appraisal beyond financials: Work order viability, matching asset with work requirement, understanding customer business and holistic approach to business

Session 9: Receivables: Strategies, effective recovery management, recovery policies, compromises-when and why?; NPA norms and impact on bottom line