

Client risk: TURNOVER vs CASH

*How to reconcile salespeople
and financiers?*



Involve and empower salespeople

- / Training about client risk
- / Objectives based on PAYMENTS rather than on turnover

01

EVALUATE THE SOLVENCY OF THE COMPANY BEFORE THE SALE IS SIGNED

Trough analysis of the financial situation and:

- / Payment behavior
- / Group context
- / Debts to administrations
- / Anteriority of the company director

→ To establish the actual level of risk and **DEFINE THE CREDIT POLICY** to be implemented



02

SAFEGUARDING THE BUSINESS WITH SOLUTIONS THAT ARE APPROPRIATE TO THE RISKS PROFILES

ANTECIPATE THE TERMS OF PAYEMENT

- / Advance payment
- / Shorter payment deadline
- / Less outstanding payment
- / Guarantee from the mother company



03

COORDINATE CREDIT POLICY OVER TIME

Inter-departmental meetings

- / Sharing of all customer information (DSO, outstanding payment)
- / Analyse weak signals and anticipate a turn-around
- / Building solutions together

New process: the terms of payment must be part of the negotiation

→ **NEW COMMERCIAL LEVER**



04