

[illegible][illegible]

Ask the right questions

Project

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Draw Credit info from the customer

- Ask for it.... (Hu?) the right way.
- Identify what the issue is.
- Ask around the question you want to know.
- Others

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Other sources of info.

- Salesmen
- Other venders
- Competitors
- Other members of the community.
- Other

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On-line credit tools.

- NACM reports
- Social media, (Don't forget the owner)
- Google
- Secretary of State web site
- Others

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NACM

- NTCR
- Trade groups
- Your network
  - If you don't have one guess what...
- Talk to people outside your trade.

NACM

NEWS

National Association of Credit Management

Driving results

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I still have limited info, now what??

- Write the customer's story.
- What does your gut say.
- When all else fails.....



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Write the customers story.

- What do you know.
- What are you missing.
- What do you know of similar customers.
- Fit all the pieces together and fill in the gaps.



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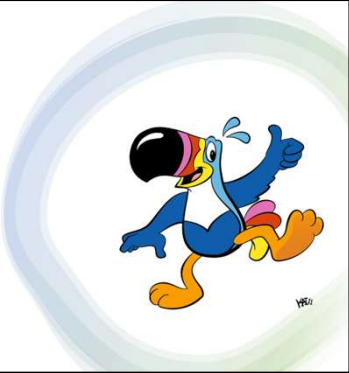
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What does your gut say.

- Ask your self \_\_\_\_?
- What is your ultimate goal?



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When all else fails.

- To Deny or not to Deny that is the question.
- What is your risk tolerance? \$\$
- Is the lack of information a good thing?

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