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**CREDIT CONGRESS**  
**& EXPO** JUNE 7-10  
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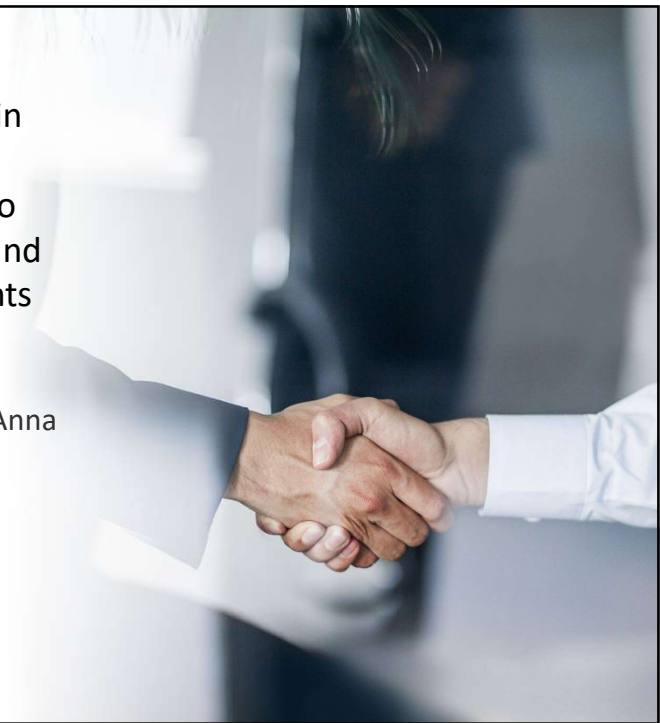
# Emotional Intelligence in Credit The Secret to Getting Paid and Keeping Clients

Presented by: DeAnna Leahy, CCE

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Emotional  
Intelligence in  
Credit  
The Secret to  
Getting Paid and  
Keeping Clients

- Presenter: DeAnna Leahy, CCE



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### The \$500,000 Lesson

- Story: Contractor panicked, potential \$500k loss.
- EQ approach: paused, asked one question, collected payment, kept client.

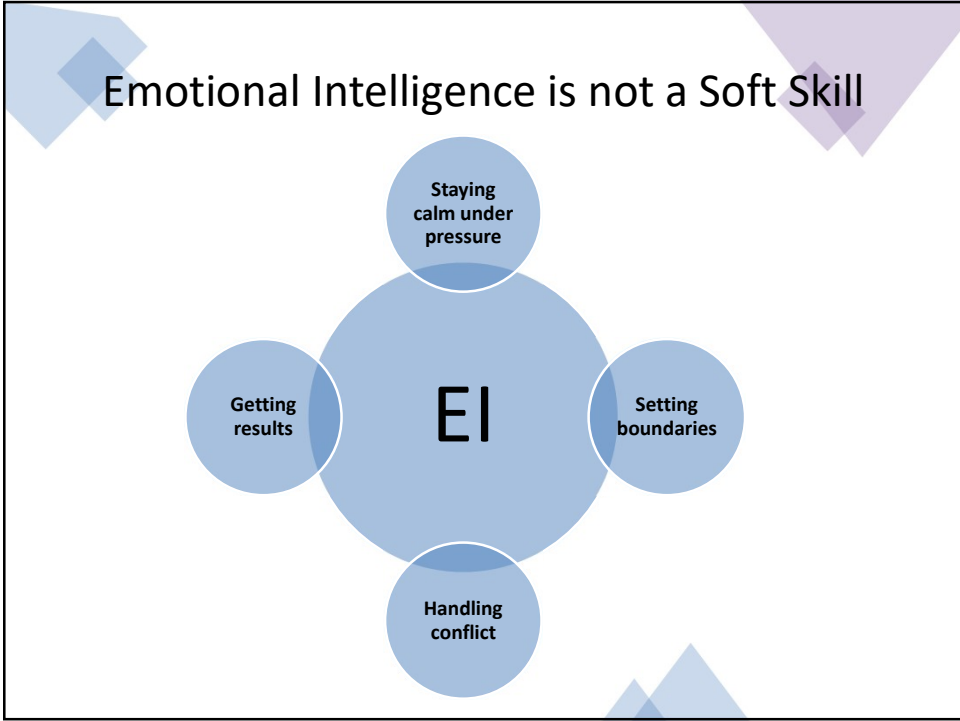
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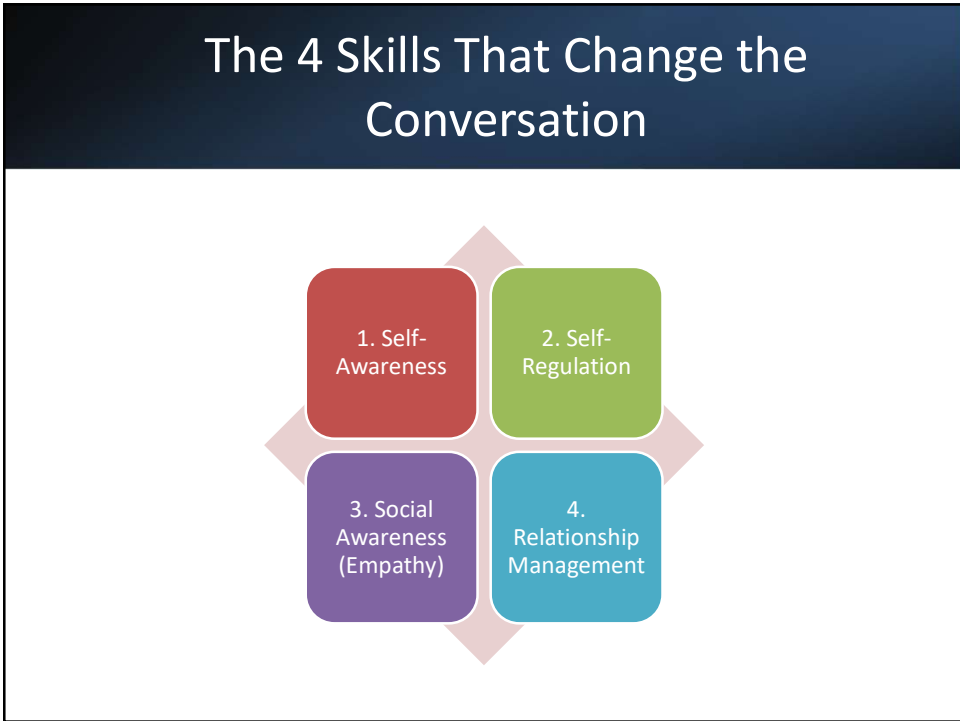
### Why Credit Is a People Job

- Customers
- Sales pressure
- Operations
- Leadership

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## Self-Awareness: Know Your Triggers

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- Recognize triggers:  
Customer yelling,  
Sales pressure,  
Blame




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## Self-Regulation: Pause Before You Respond

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Credit Pause  
Technique:  
Pause,  
Breathe,  
Ask one  
Question



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## Empathy: Understand the Pressure



- Understand customer pressures: delays, deadlines, cash flow, internal stress

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## Relationship Management: Drive Outcomes

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- Protect cash flow
- Maintain client relationships
- Build trust with sales
- Balance risk & relationship



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SCENARIO 2

Real-World Scenarios

- Sales Pressure
- Competitor comparison
- Past-due customer orders

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The Business Advantage of EQ

- Improve collections
- Reduce conflict
- Strengthen client relationships
- Gain executive trust

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## One Question Can Change Everything

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- “What changed?”
- Write down one EQ skill to focus on this week



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Thank You

- DeAnna Leahy – [dleahy@clydeinc.com](mailto:dleahy@clydeinc.com)
- Questions? Stories? Let's connect.

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