

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

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