



Get More Mileage Out of Quick Bit



## TeleCourse: July 14, 2010 Collections

**11:00 a.m. – 1:00 p.m. EST**  
**Speaker: David Reed**

Taking Collections to the Next Level! This seminar focuses on the essential elements of an effective collections program that centers on the role of member service. Yes, Member Service! The current credit crunch is having a negative impact on many of your members and credit unions are in a unique position to assist them. Is your collections staff ready to help both the member and the credit union weather the storm?

It is never the right answer to say "Well, that's always the way we've done it." Now, more than ever, every credit union needs to reassess its collections function to make sure the CUs are getting the most out of their limited resources. Since credit unions exist for the benefit of their members, David Reed shows how to make that the centerpiece of your collection efforts. This workshop will be an operationally focused session that builds on practical experience and creative tools for assisting members in financial need while creating a more effective collections process within the credit union.

This session will cover:

- Collections as a Member Service
- Early identification of economically troubled members
- Understanding your credit union's value proposition
- The Importance of loan documents
- Basics of the collection phone call
- Overcoming typical member objections to payment
- Dealing with difficult members

**Speaker:** David Reed, Attorney, author, consultant and nationally recognized speaker, David A. Reed is founder of CU Doctor, a full service credit union consulting practice. Through CU Doctor, Mr. Reed provides guidance to credit unions concerning a variety of matters including the establishment and revision of credit union policies and procedures, organizational compliance, collections, security, contractual agreements, regulatory matters and corporate governance. His engaging speaking style has garnered him status as a regular lecturer nationwide on topics such as regulatory compliance, consumer lending, bankruptcy and collections. He offers facilitation services and a full range of on-site training programs that can be delivered to the Board, executive team, managers or frontline staff.

**Location:** Via Telephone (11:00 a.m. to 1:00 p.m. EST)

**Educational Investment:** \$159.00 per telephone connection. *Unlimited Listeners and Free Audio Archive*

**\*\*\*\*You must be registered for this session to hear the audio-recorded version and receive handouts.\*\*\*\***

**AUDIO ARCHIVE!** Can't tune in today? This session will be available on-line for **30** days after activation.

**To enroll**, you may complete and fax our **General Registration Form** (found on the Web site) or **send an Email to [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org)**. Please include Participant Name(s) and Cost to your credit union.

If you have any additional questions, please do not hesitate to contact the Education and Training Department at 609-448-2426 x100.