

## Welcome to the Sarah Lowe Credit Management newsletter.

**“I’m so grateful for the work you’ve done and thank you for your honesty and straight talking”**

### CREDIT CONTROL

Do you find you don’t have time to chase your overdue debts? Perhaps you find it difficult or embarrassing to ask for the money your company is owed. Perhaps your customers have just started to pay more slowly than they used to. Did you know that we can manage your entire sales ledger (resolving queries, chasing debts and instigating County Court proceedings) for as many or as few hours per week or month as your business requires?

Company A is finding that previously reliable customers are taking longer to pay and there isn’t time to chase the invoices regularly. Cash receipts are sporadic which impacts on cash flow, which causes problems with paying suppliers, which then threatens to delay supply to customers. Company A has recognised the need for a specialist to chase the debts, enabling Company A to concentrate their efforts on providing quality goods and services to their customers.

**“We couldn’t believe the difference in our cash flow in such a short space of time”.**

**Chartered Accountant, Chandler’s Ford**

**Good credit control starts with minimising the risk. Before you accept the first order or commence your service think about:**

- \* **Knowing exactly who are you dealing with** – get accurate details of parent companies or subsidiaries, company structure and where financial responsibility lies. If you need to take legal action to recover the debt, this information is crucial and not always easy to obtain once things have gone wrong.
- \* **Checking their credit rating** – make sure the company is financially sound and that the directors do not have a history of failed ventures.
- \* **Not relying on ‘friendly’ references** - who wouldn’t pick the companies they have the best relationships with as referees? – do some internet research or ask around.
- \* **Asking why the order is urgent** - is it because their supply elsewhere has been suspended?

**Don’t be rushed into a quick decision – it’s your company’s profit at stake.**

### FREE CREDIT HEALTH CHECK

**Is your cash flowing as well as it could be?**

**Take advantage of our free, no obligation one hour credit health check to see if there are some simple steps you can take to improve it.**

**“Great rates, would definitely use you again”.**



**Follow us on Facebook.**

Look up and ‘like’ Sarah Lowe Credit Management and watch for updates and top tips for your credit control and debt recovery.

### ONE-OFF DEBT RECOVERY

Is there just one debt causing you problems? Are you concerned that the costs involved in recovering it might be prohibitive? For an initial fee of just £25, we will chase the debt for you and charge a percentage of the final amount collected **ONLY IF WE SUCCESSFULLY RECOVER IT FOR YOU.**

Client B had been chasing payment of a debt for over a year from a friend he had completed some work for. Client B had decided to write the debt off as promises to pay had been consistently broken and he wasn’t sure what other options were available.

Sarah Lowe Credit Management agreed to act on Client B’s behalf and obtained payment in full within two weeks.

**“Very helpful and worked well with me to achieve the successful outcome of my claim. Will recommend to others”.** Recruitment Agency, Southampton.

Russell Lawson, spokesman for the Federation of Small Businesses (FSB), says much more still needs to be done to help small firms.

"Small businesses are still facing unprecedented problems in accessing affordable finance and winning healthy public sector contracts," he adds.

**"The continuing problem is late payments. It is making the situation even worse for the UK's SMEs."**

Wouldn't it be nice to buck the trend of doom and gloom in 2011 and know that your hard earned cash is in your pocket and not those of your debtors?

**Top tip; Decide a credit limit and stick to it.**

Insist on cash in advance for any orders over that limit. **Be in control.** Favours can cost you money.

### Is credit control relevant to my business you may wonder?

Here are some (but not all) of the clients who have taken advantage of one of the listed services during the past year.....

A corgi gas fitter who installed a meter,  
A tree surgeon who made someone's hedges much neater,  
A builder not rewarded for the bricks that he laid,  
Film extras provided, but the agent not paid,  
Mechanics, a dentist, a gardener who's bitter,  
A landlord, a parent, a high spec boat fitter,  
A nice man who preserves football pitch grass,  
A restaurant owner and a designer with class,  
Staff agency funds spent without permission,  
Accountants and printers, salesmen's commission,  
Just a few of our clients who each have found,  
They got an excellent service for not many pounds.

### CREDIT CHECKS

Our credit check report gives you a view of your potential client's credit rating. For just £12 we will check the company in question and also check historical data on the directors' past activities. We will also give you one year's worth of free monitoring so any changes to the company (CCJ's, change of address or directors) are notified to you within 24 hours of entering the public domain.

Client C was trying to recover a debt of over ten thousand pounds from a customer. Goods had been supplied after an urgent order was received and payment promised on receipt. Three days before a court appearance to freeze the debtor's bank account, the company went into liquidation.

Credit checks on the company and director showed that a similar situation had occurred just eighteen months before, with previous ventures being equally unsuccessful. With prior knowledge of the financial history, Client C may have avoided losing a substantial amount of money.

**"Fantastic information". IT Specialist, Eastleigh** and (following an update two months later) **"Now that's what I call service!"**

"I know you're not just giving me the advice that means you make the most money. I trust you".



Sarah Lowe Credit Management

Full details of all our services and contact options are available on our website [www.sbcm.co.uk](http://www.sbcm.co.uk). Alternatively, please call 02380 694179 for a no obligation discussion, or to arrange an appointment

**Top tip; Build a relationship with the accounts staff.**

If of the 20 calls they receive asking for money they can only pay two and you're the 'nice' person asking after their children/holiday/dog, who will they bring to the top of the pile? **It's not always about who shouts loudest!**

**We hope that you found this newsletter useful. If you know of somebody else who might benefit from the information provided, please pass it on.**

**Let us work for your business while you work on your business.**