



The Lost Art of the Collection Call, Generationally Speaking



Wednesday, May 7, 2025

**The same is
true for credit
managers**

Here is the sad truth about sales in 2024....

...see more

The Sad Truth of Sales In 2024...

Sales Manager: Give the prospect a call...

Sales Rep: I've emailed them

Sales Manager: Be quicker to call them though

Sales Rep: I've text them as well

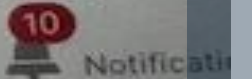
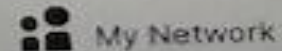
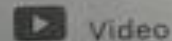
Sales Manager: Surely it's quicker to call them

Sales Rep: I've added them on LinkedIn

Sales Manager: JUST GIVE THEM A CALL

Sales Rep: I'll send another email

Daniel Disney





Who is your target?

1. Customers with the occasional hiccup
2. Customers that are late
3. Customers that paying terminally late is a business strategy

When you start calling depends on your policy



A person's hand is holding a smartphone, with their other hand resting on a laptop keyboard. The scene is set on a wooden desk with a notebook and a pen nearby. The text "The phone is your friend" is overlaid in the center.

The phone is your friend

Nothing replaces a phone call

- Helps you to locate the “right” connection for payment
 - Name, direct office #, cell, email, their position
- Introduce yourself
- Why you are calling

You are building a relationship





Who you are talking to dictates how you approach and tailor the conversation

Collecting from Generations

Seniors

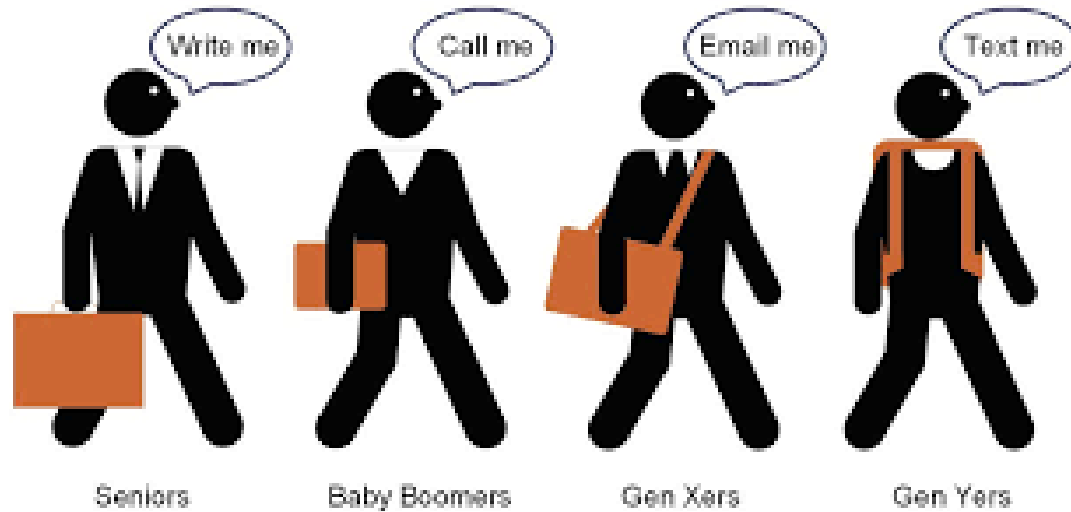
- “Old school”
- Detailed, mail reliant

Baby Boomers

- Appreciate their time
- Avoid High Pressure Tactics

Generation X

- Cut to the point
- Be practical



The Gen Yers Group

Millennials

- Avoid Corporate language
- Digital Payment Methods

Gen Z

- Keep it short and Simple
- Instant Solutions
- High Digital Responses

Biggest
mistake for
collection
calls

totally
winging
it



I CAN JUST


WING IT

Just don't!

Be ready to make the call:

- How much is owed?
- What were the terms of sale?
- What products/services
- Payment due date
- Who is the right person to speak with
 - Who can **REALLY** help you?
- Do you have a phone number?

Know what you are going to say

A still from the 1951 Disney animated film "Alice in Wonderland". Alice, with her long blonde hair and blue dress, stands in a dark, starry forest at night. She is looking up at the Cheshire Cat, who is perched on a tree branch and glowing with a pinkish-purple light. The cat has a wide, mischievous grin.

What road do I take?

Well where are you going?

I don't know

Then it doesn't matter. If you
don't know where you are going,
any road will get you there.

Approach
is
everything





Your mental state



Your tone

Greeting



Don't apologize for asking for your
money



You are looking for
solutions

Be open to options
Offer options
Creativity counts and is
encouraged



Think on your feet

Reactions
Emotions
Keep your goal in mind

The on-going collection process:

Once you have a relationship:

- Email
 - Follow up with an email to document your conversation
 - Use to follow up on a vm
- Text
 - Quickest way to reach someone
 - Great way to follow up on vm
 - Smaller companies may prefer it
- Both are options if you can't reach someone by phone
 - So is your sales rep
- Both are great for established relationship supplements

Where does tech come in?

It's a supplement, not a replacement for you

Automated past due reminders for payment

Email with a statement requesting payment

Text or email link to your payment portal



Tech should support your efforts, not replace them

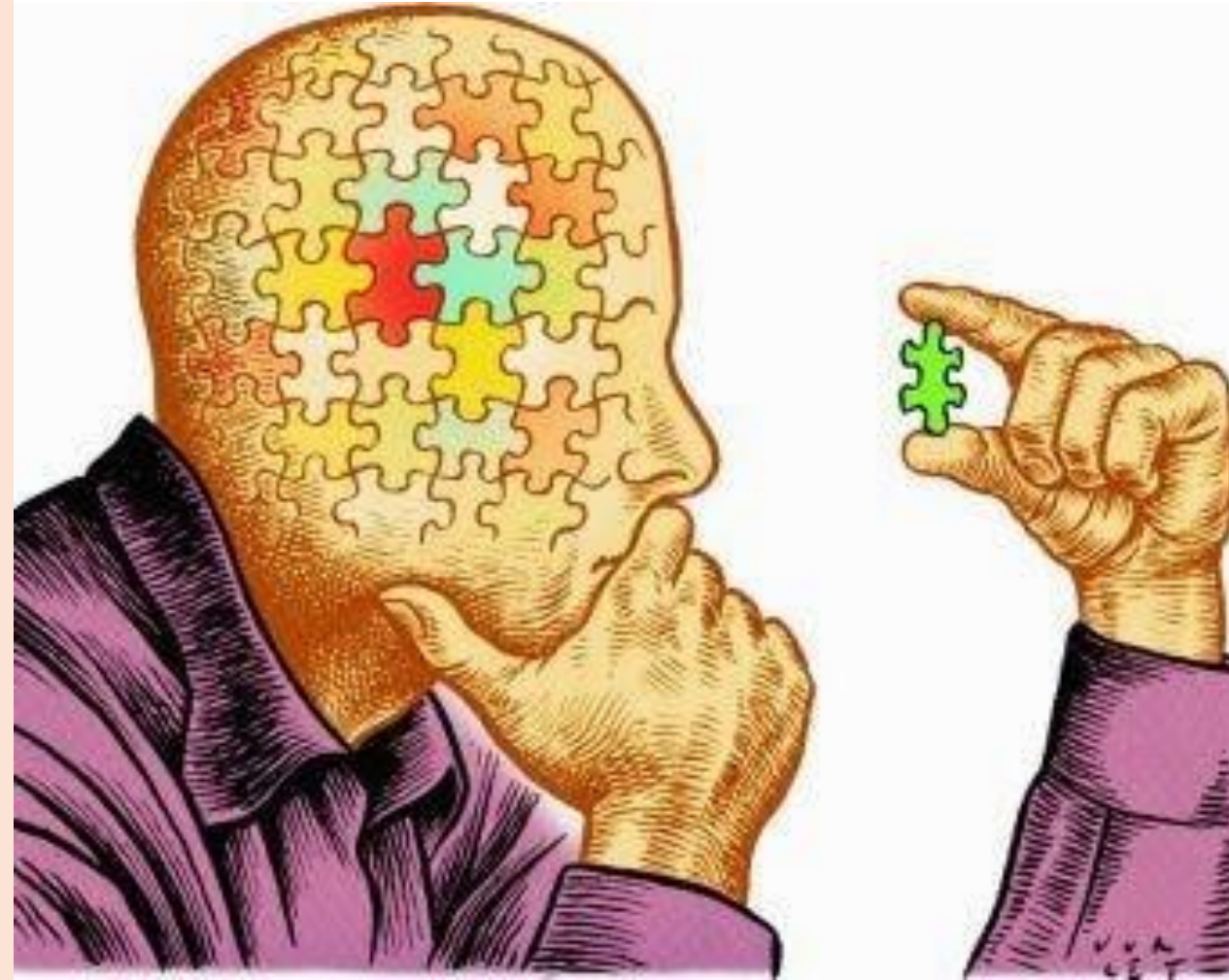
WE AN UNUSUAL SET OF SKI



**I CAN AND I WILL
MAKE A PHONE CALL**

A few closing thoughts:

- Communication is key when collecting
 - Take the time to build a relationship
 - Customer
 - Salespeople
 - Mentors, coaches –have many
- Know your customer
- Mentorship
 - Two-way street
 - Make it ok to fail
- Have fun with it!





Credit Futurist

571-619-0044

Mkroh@southlandinsulators.com

Megan Kroh

Read my first Article Featured in
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**SOUTHLAND
INSULATORS**

Thea Dudley

Credit Overlord

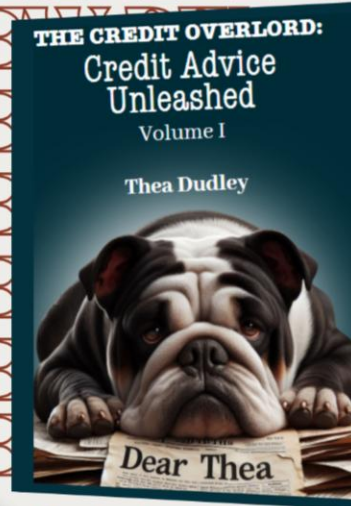


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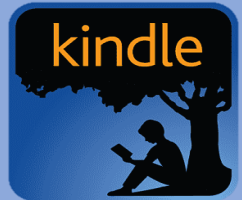
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CREDIT Q & A

