

# BEHIND THE DESIGN

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Hi all,

“Are we there yet?” asks the three year old in the back seat as we cross the Waitara bridge on our way to Auckland. This strikes fear into the heart of any parent.

So to is “Are we there yet” in a business sense, also fearful. “They” say the recession is over but where is all the money that is supposed to be in your bank account. Sales are up and staff are noticeably busier, but memories linger like fish smells in the kitchen the day after.

Businesses are still smarting and reluctant to part with YOUR cash. This month I have abbreviated a little ditty on debt recovery from NZ Business. I hope it helps.

Set of new eyes anyone.....?

Jade has just had laser surgery on his eyes and for the first time he has better than 20/20 vision. No more glasses, contacts, solutions and other paraphernalia. The Eye Institute have given him several \$200 vouchers for family and friends, so if you have been thinking about this procedure, these vouchers could just be the reason to “get go”. First in first served so call us now.

Regards

Jenny and the team

## 10 Ways To Get Paid Sooner

2010 will be a tough year on the credit front for many New Zealand businesses.

Of course calling in the debt collectors is not something you want to do very often - and having a living, working credit control policy goes a long way towards preventing a dire situation.

80% of New Zealand's small and medium sized enterprises do not check creditors before advancing credit.

### GOLDEN RULES:

- Consider credit limits (perhaps these vary for long standing customers versus new customers)
- Devote time to invoicing regularly and following up queries and overdue account (set a time each week)
- Review the debtor's ledger weekly. Understand who owes you money and how much they owe. This will drive how much you are willing to supply in the future and for what price.
- Monitor the performance of each debtor, rather than just the average days it takes debtors to pay.
- Understand how much you need to collect on a monthly basis to pay your bills - this should be your minimum collection target.

### WHEN PAYMENTS ARE SLOW:

- Good communication is important - it just may be a case of a missing cheque, quickly solved.
- Keep a close eye on a client's ability to pay by loading a credit alert on their file.
- Offer payment arrangements, such as automatic payments or direct debit.
- Consider a prompt payment incentive.
- Continue to monitor progress and if necessary "stop credit".
- Credit control is not rocket science - get help from experts early.



## THE WAY FORWARD:

There are some hard lessons to be learnt as we inch our way out of recession. Perhaps the most obvious one is the perennial “a sale is not a sale until the money is in the bank”. Your clients both new and existing are only as good as their last payment.

## RELEVANT WEBSITES:

[www.baycorp.co.nz](http://www.baycorp.co.nz)

[www.creditworks.co.nz](http://www.creditworks.co.nz)

[www.eccreditcontrol.com](http://www.eccreditcontrol.com)

[www.vedaadvantage.com](http://www.vedaadvantage.com)

[www.whk.co.nz](http://www.whk.co.nz)

[www.paytorque.com](http://www.paytorque.com)

[www.creditcontroloncall.co.nz](http://www.creditcontroloncall.co.nz)

[www.debtorinfo.co.nz](http://www.debtorinfo.co.nz) (this is a self help system)

# HaHaHa!

A Texan walks in to a pub in Ireland and clears his voice to the crowd of drinkers. He says, I hear you Irish are a bunch of hard drinkers. Ill give \$500 American dollars to anybody in here who can drink 10 pints of Guinness back-to-back. The room is quiet, and no one takes up the Texans offer. One man even leaves.

Thirty minutes later the same gentleman who left shows back up and taps the Texan on the shoulder. Is your bet still good? asks the Irishman.

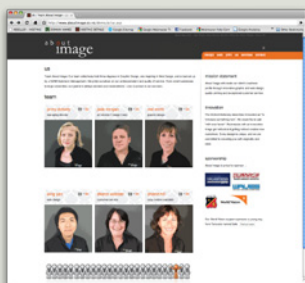
The Texan says yes and asks the bartender to line up 10 pints of Guinness. Immediately the Irishman tears into all 10 of the pint glasses, drinking them all back-to-back. The other pub patrons cheer as the Texan sits in amazement. The Texan gives the Irishman the \$500 and says, If ya dont mind me askin, where did you go for that 30 minutes you were gone?

The Irishman replies, Oh I had to go to the pub down the street to see if I could do it first.



# New Website ... finally!

It's taken over a year to build. With our web development work has been in such demand we haven't been able to do our own site. But we can finally say .. "It's done".



Join our FaceBook or Twitter pages, check out our staff bio's or browse through our web and graphic design portfolio's.