

# ONLINE WEBINAR

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## Sales and Credit - Partnership for Profit

Cooperation between the sales and credit is a vital component to the success of every business. During this fast paced and informative webinar, Barry Elms will demonstrate the strategies needed to foster a long lasting and mutually rewarding relationship between the two departments.

This is a don't miss webinar for both credit and sales personnel.

Topics include:

- How to cultivate a mutually positive attitude between sales and credit.
- Techniques to demonstrate the importance of educating both departments on the value of each team.
- How to create accountability for performance from both the sales and credit departments.
- 4 keys to effective and productive communication between credit and sales.



**Presenter: Barry J Elms**

*President of Strategic Negotiations  
International*

**WEDNESDAY,  
APRIL 16, 2025**

9:00 AM - 10:15 AM CT

- \$79 for Members
- \$99 for Non-Members

Each connection will be charged to join the program. Unlimited attendees connecting from a single connection will be charged just one fee.

You will receive webinar access instructions and handouts the week prior to the Webinar.



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