

# THE CREDIT AND SALES PARTNERSHIP

Credit and Sales are two sides of a precious currency. One cannot exist without the other. For a company to thrive, Credit and Sales have to cooperate and collaborate in order to maximize sales, minimize bad debt, increase profit, and expedite cash flow.

In this webinar, the participants will explore and gain insight into how Credit and Sales can become partners working harmoniously together.

The webinar will answer the following questions:

- Can credit and sales *really* become partners? Why? How?
- What is the state of credit today?
- How significant is credit for the economy and for the company?
- Why does conflict exist and persist between credit and sales?
- How can we resolve the conflict?
- How vital is perception?
- What is the integrative approach? How can we use it to change the perception of credit?
- And much more...

**MEET YOUR SPEAKER: Eddy Sumar** is the Founder of ER\$ Consulting Services in Rancho Cucamonga, California; Education and Youth Skills Development Liaison - Inland Empire Regional Chamber of Commerce; a member of the CIE-DEC 2020-2023 District Export Council; an award-winning International Trade Financing Consultant; a Consultant for the Center for International Trade Development (CITD); a member of the Guidepoint Global Advisors, and an Associate of Quote 2 Cash (Q2C). *Mr. Sumar is a public speaker and enjoys writing and traveling, and is the author of many publications including: 'From the Cutting Board to the Cutting Edge: Re-inventing Credit in the 21<sup>st</sup> Century and A Financial Odyssey—The Quest for Financial Freedom.*

## WEBINAR REGISTRATION

The Credit and Sales Partnership  
January 11, 2023 | 9:00 - 10:00 AM CT

Register online at: [wcacredit.org/webinar-seminar-registration](http://wcacredit.org/webinar-seminar-registration)

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A credit /refund will only be given for cancellations received 5 business days prior to the session.

## UPCOMING WEBINAR

January 11, 2023

9:00 - 10:00 AM CT

» Eddy Sumar

## ATTENDANCE FEE

» \$65 NACS members

» \$79 all others

Each phone line will be charged a fee to join the program. Unlimited attendees calling from a single connection will be charged just one fee. Discounts given for 5 plus lines joining the Webinar. Call BCMA/WCA for details.

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