

**NACM BCS Presents....**

**NACM**  
BUSINESS CREDIT SERVICES



## **Managing Your Edge In Negotiations & Teaming With Sales**

### **Part I: Negotiations**

Not everyone perceives your value like you do. Sometimes it takes a designed strategy and negotiations to get where you want to be. Business can be won or lost depending on the information and strategy you have walking in. Whether negotiating for business, a raise or a career change, learn how to sharpen your negotiation skills and effectively resolve disputes before they reach the litigation state. Negotiate to win through these areas: e-communication, presenting yourself in the best light when negotiating and mediation.

### **Part II: Teaming with Sales**

Find out how you and your company can score big when credit teams with sales! This session will show you how to:

- Establish a winning relationship with sales
- Communicate the “playbook”,
- Formulate a “game plan” before the sale
- Prevent a “fumble” in the collection process
- Avoid “penalties” when interacting with sales
- Get the “touchdown” with the customer

**Save the Date for our  
FREE Annual Seminar**

**May 1, 2015**

**Annual Seminar  
2:00 to 5:00 p.m.**

**Sheraton Waikiki Hotel**  
2255 Kalakaua Ave  
Honolulu, HI

**Speaker: Toni Drake, CCE**  
TRM Financial Service, Inc.

**Social Hour  
5:00 to 6:00 p.m.**

**You're welcome to bring  
employees that are  
outside of the credit  
department.**

**SPACE IS LIMITED SO  
REGISTER EARLY!**

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# NACM BCS Presents....

NACM Business Credit Services always brings the Best-of-the-Best when it comes to our Annual Seminar Speakers. NACM is pleased to announce that our 2015 speaker for May is National speaker Toni Drake, CCE, TRM Financial Services, Inc.

Toni Drake, CCE received her BBA Degree in Business Management from Angelo State University in 1981, and she has served in the Credit and Collection profession since that time. She became a member of National Association of Credit Management (NACM) in 1983 and has remained active since. She received her CBA (Credit Business Associate) Designation in 1993 and her CCE (Certified Credit Executive) Designation in 1996. She is currently completing the NACM Graduate School of Credit and Financial Management. Her background has been concentrated in oil and gas credit having been employed for such companies as Continental Emsco, and Wilson Industries.



In 1998, she began TRM Financial Services, Inc., which services companies in the area of business credit. Her company performs such services as assisting companies in the development of credit departments, as well as education and staff training. TRM also provides outsourcing services for companies as needed. Clients have included such companies as Verio, Inc., Key Energy Services, Inc., National Oilwell, United Fuel and Energy, Primesource Building Products, The Reynolds Company, and Basic Energy Services.

Through her association with NACM-Southwest in Irving, Texas, Ms. Drake has chaired numerous credit groups. She has taught the CAP (Credit Administration Program) courses as well as participated in numerous local, regional, and national seminars as a speaker. She has served on the NACM-Southwest Board of Directors since 1993 and continues to serve at this time. On the NACM-Southwest Board of Directors she served on its Education, Audit, and Investments Committee as well as serving as the National Liaison. She led the board as its Chairman in 2001 and again in 2002. At this time, she serves the NACM-Southwest Board as its Treasurer. In 2002, she was awarded the Credit Executive of the Year Award from NACM-Southwest.

Ms. Drake began to serve NACM-National in Baltimore, Maryland as a board member in 2003. Previous to that, she was appointed to the National Education Committee and the Policy Committee. She now serves as Vice-Chairman, Southern Region, for NACM-National. In 2009, Ms. Drake was awarded the National CCE Designation of Excellence Award from NACM-National.

## Toni Drake, CCE, National Speaker

**TRM Financial Services, Inc.**  
"An Extension of Your Customer Financial Services Team"

# Annual Seminar & Social Hour Timeline

## Friday, May 1, 2015



## Annual Seminar & Social Hour

**1:45PM —2:00 PM: Seminar Registration**

**2:00 to 5:00 PM: Seminar**

**5:00 to 6:00 PM - Social Hour**

Lite Hors D'oeuvres. Join us for this opportunity to meet the NACM staff & other credit professionals.

### **Social Hour Follows Seminar—5:00 to 6:00 PM**

NACM will be hosting a social hour meet and greet for our members. Join NACM President, Jon Flora and NACM staff members Ricole Isbey & David Johnston for Hors D'oeuvres & drinks. The Social Hour will be held in the **Kona Room** at the Sheraton Waikiki.



# Annual Seminar & Social Hour Registration



We hope you can join us. Please feel free to invite your staff and any prospective members! Seating for the seminars is limited so register **EARLY**. Please call Ricole Isbey at (206) 728-6327 if you have any questions.

## REGISTRATION FORM—ANNUAL SEMINAR & SOCIAL HOUR

May 1, 2015—Sheraton Waikiki Hotel in Honolulu

Firm Name: \_\_\_\_\_ Member # \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Register the following from our firm:

- 1) \_\_\_\_\_ Seminar \_\_\_\_\_ Social Hour \_\_\_\_\_
- 2) \_\_\_\_\_ Seminar \_\_\_\_\_ Social Hour \_\_\_\_\_
- 3) \_\_\_\_\_ Seminar \_\_\_\_\_ Social Hour \_\_\_\_\_
- 4) \_\_\_\_\_ Seminar \_\_\_\_\_ Social Hour \_\_\_\_\_
- 5) \_\_\_\_\_ Seminar \_\_\_\_\_ Social Hour \_\_\_\_\_

### Cost:

NACM Members—**FREE SEMINAR & SOCIAL HOUR!**

Non-NACM Members—\$100 per person

*(This fee to apply toward all new memberships within 30 days)*

Email To: [Ricolei@nacmbcs.org](mailto:Ricolei@nacmbcs.org) OR FAX TO: (206) 728-6330