Hitting Your Target:

Goal Setting,
The Credit Department &
Defining Your (Personal) Credit Value

Presented by: Thea Dudley

NACM National Association of Credit Management | BUSINESS CREDIT SERVICES *Driving results*

CMA CREDIT MANAGEMENT ASSOCIATION®

Southwest Business Credit Services

TODAY'S AGENDA

- Embracing change
- Identify and define
- Aligning the team(s)
- Measurables vs. goals
- Individuality
- Defining your value
- Putting it all in motion

“Stop setting goals. Goals are pure fantasy unless you have a specific plan to achieve them”.

- Stephen Covey

Credit Department's Goals

Every Other Department's Goals

Typical Company Dynamics

Identify Goals

Get inclusive:

- Company president &/or CFO
- Sales leader
- Marketing leader

Why:

- (Re)Visiting the vision
- Information gathering
- Company goals for coming year
- Sales goals for coming year

Define The Overall Company Goals

Define what the specific goal measurements are for the company:

- EBITDA (Earnings Before Interest, Taxes, Depreciation & Amortization)
- Market share
- Business segments
- Sales margin
- Sales based on gross or volume
- Key initiatives: examples:
  - New business segments?
  - Acquisitions?
  - Increase commercial segments (example: new multi-family)

Define Credit Department Goals

Don’t confuse measurables with goals

Define Credit Department Goals

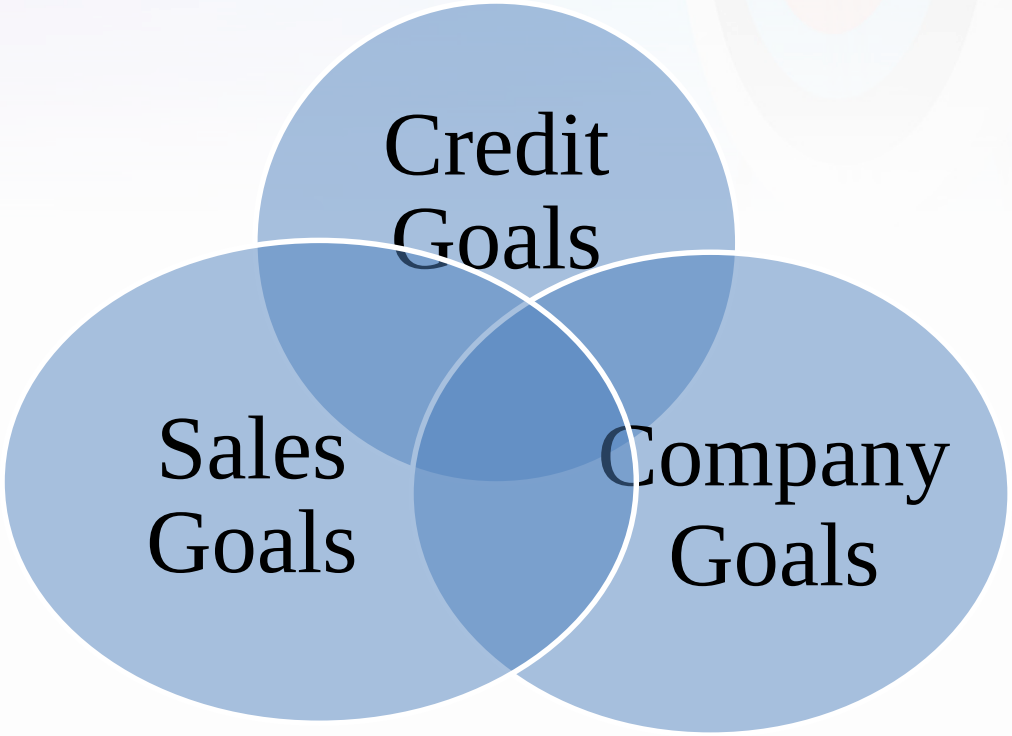
Measurables

- Best possible days sales outstanding
- Days Sales outstanding
- Collection effectiveness index
- Percent Current
- Bad Debt Write off’s

Goals

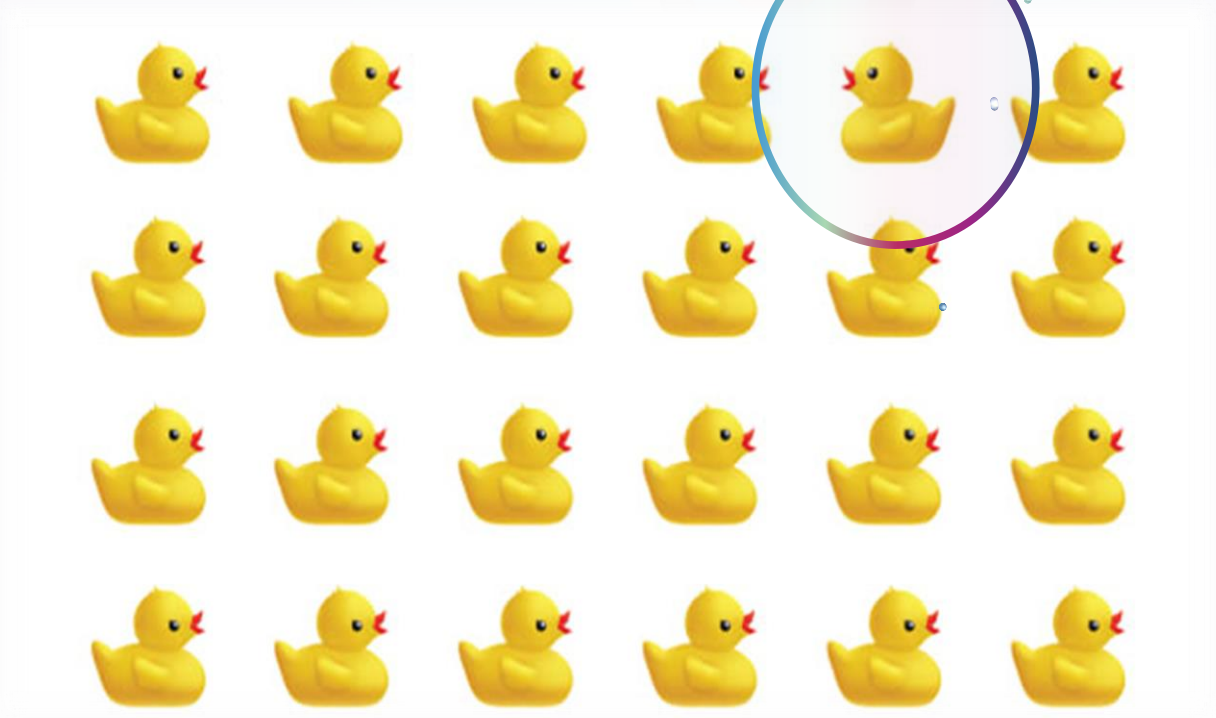
- Create/implement yearly file review process
- Cross train all credit team
- Reduce process time for credit applications by one day
- Update credit policy as needed

Aligning Credit, Sales and Company



Aligning the Credit Team

Everyone working toward the same Goals?



This Photo by Unknown Author is licensed under CC BY-SA-NC

Defining Your Departments Value

Measurables

Goal Alignment

Credit As A Product

Creating and delivering (unexpected) value

Team Individuality

How do the individual members of your team fit into the goal alignment?

How do you create individuality within a team?

Team Individuality

Leader

- For yourself
- Your team
- Individuals

Team Member

- Yourself
- Your team
- Your Leader

“It doesn’t matter if you are successful if your whole team is not successful. Share that spotlight, there is room for everyone”

- One unassuming leader

For the Leader…

- Everyone on your team should do something above average
- Use your data to create new insights
- Remain open minded
- Are you changing your processes to meet the needs of what is going on now?
- Are you ready to change your mind if new/better information comes to light?

For the Individual Team Member…

- What value do you bring?
- What are your talents?
- What is your expertise?
- Where are you weak?
- What are you passionate about in your work?

For Everyone…

- Willingness to try anything
- You are in an outcome driven world you have to be honest with yourself
- Decision diary --- are you “tracking you”
  - What makes you unique
  - Positive track record
  - Important credentials

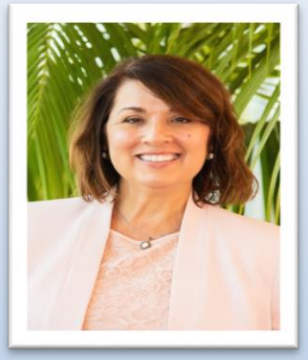
“Many people believe your home is the biggest investment you will ever make. I would argue it is your career – Afterall, it pays for your home!”
- Rikki Brandon
Chief Executive Recruiter, Building Gurus

And Finally…

- Know you worth in the marketplace
  - What is the “going rate” for your service
- Gather data from sources
    - LinkedIn, Indeed.com, Salary.com
    - Professional recruiters
    - Association information
- Don’t be afraid to ask for what you want
- You - negative self talk and confidence

?QUESTIONS?

POCKET PROTECTORS



Thea Dudley: thea@creditoverlord.com
Call Thea: 864-201-5465
www.pocketprotectorsllc.com

NACM National Association of Credit Management | BUSINESS CREDIT SERVICES *Driving results*

CMA CREDIT MANAGEMENT ASSOCIATION®

Southwest Business Credit Services