

THE CASH GAP STRATEGY



“The Proven System To Get Paid On Time & Chase Up Late Payers!”

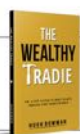
Put this system where everyone can see it, and make sure you ACTION each step at the right time to get paid on time and avoid those pesky late payers! You want to ‘automate’ as much as possible (get technology or other people to do it for you) so the system runs as smoothly and efficiently as possible.

In your online software (XERO, MYOB, Quickbooks, etc) please do the following:

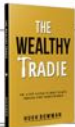
- Set up automatic reminders for overdue invoices
- Set up an automatic report to be emailed to you (and/or the person in charge of invoicing) *weekly* on outstanding payments
- If possible, customise auto reminders template so you don’t need to write the same email all the time!
- Set a regular reminder in diary to check outstanding debtors and call late payers

THE CASH GAP STRATEGY: The Proven System

When	TO DO		
After They Say "Yes" To Working With You	<p>Ask for signed order with Terms & Conditions (T&C'S)</p> <p>Get verbal and written acceptance of order that outlines your terms</p> <p>Verbally mention terms and debt collection process</p>	Send T&C for them to sign	<p>Verbally ask if they are good with paying on time and OK with the terms</p> <p>Example: <i>“My terms are XYZ. My payment times are XYZ, which means I expect to be paid within X days of doing the job. Are you okay with that?”</i></p>
When You Invoice	<p>Clearly state the due date and what happens 14 and 21 days from date of invoice if it remains unpaid</p> <p>You might be able to state 2% per month overdue fee? (depends on your industry)</p>	Send invoice via email / hard copy (tell the customer which one you will do.)	
Overdue + 0 Days	Resend invoice or statement	Resend invoice or statement via email	
Overdue + 7 Days	Resend invoice or statement	Resend invoice or statement via email	Call customer – use Script 1
Overdue + 14 Days	Resend invoice or statement	Resend invoice or statement via email (and hard copy if appropriate) with the following included:	Call customer – use Script 2



		<p><i>Your account is now more than 2 weeks overdue. A late fee has been applied (if applicable). Please contact us immediately to discuss.</i></p>	
Overdue + 21 Days	Resend invoice or statement via email)	<p>Resend invoice or statement via email (and hard copy if appropriate) with the following included:</p> <p><i>A late fee has been applied (if applicable) Please contact us immediately to discuss This is my final reminder. Our debit collector will now be engaged to recover debts within 3 days from the date of this email/letter</i></p>	Call customer – use Script 3
Overdue + 24 Days	Proceed with debt collection		



THE CASH GAP STRATEGY: The Phone Scripts

SCRIPT 1	SCRIPT 2	SCRIPT 3
<p>When you TALK to the customer:</p> <p><i>Hi, are you keeping busy...?</i></p> <p><i>So, we just need to fix up the account now....</i></p> <p><i>Would you like to do it right now over the phone?</i></p> <p><i>If not now, when?</i></p> <p><i>(Take notes of what they say and when to follow up – you can do this in your online system)</i></p>	<p>When you TALK to the customer:</p> <p><i>Hi, are you keeping busy...?</i></p> <p><i>We need to fix up your account from 2 weeks ago.</i></p> <p><i>Are we able to do that now...</i></p> <p><i>Would you like to do it right now over the phone?</i></p> <p><i>If not right now.... When?</i></p> <p><i>Just so that you know, we have a late fee that we don't really want to add on...</i></p> <p><i>If you get it in in the next day or so we will not apply it.</i></p> <p><i>(Take notes of what they say and when to follow up)</i></p>	<p>When you TALK to the customer:</p> <p><i>Hi, we need to talk to you about your account right now.</i></p> <p><i>Currently it is 3 weeks overdue.</i></p> <p><i>Would you like to do it right now over the phone or transfer it right now and send me the receipt?</i></p> <p><i>If not right now.... When?</i></p> <p><i>Just so that you know, we have a late fee that we don't really want to add on....</i></p> <p><i>If you get it in in the next day or so we will not apply it.</i></p> <p><i>Just so you know, my accounts lady will send this off to our debt collector within 3 days....</i></p> <p><i>Also, we are pulling guys off site as of Friday and prioritising other work.</i></p> <p><i>(Take notes of what they say and when to follow up)</i></p>
<p>When you get their MESSAGE BANK:</p> <p><i>Hi, I just have a question about your account, can you please call us back today?</i></p> <p><i>(Take note that you called them)</i></p>	<p>When you get their MESSAGE BANK:</p> <p><i>Hi, just letting you know that your account from 2 weeks ago is overdue.</i></p> <p><i>Just so that you know, we have an overdue fee that should be applied right now, but if you call us back in the next 2 days, we won't apply it.</i></p> <p><i>(Take note that you called them)</i></p>	<p>When you get their MESSAGE BANK:</p> <p><i>Hi, just letting you know that your account from 3 weeks ago is overdue. This is now an urgent matter.</i></p> <p><i>Please call me back as soon as you can.</i></p> <p><i>Thank you.</i></p> <p><i>(Take note that you called them)</i></p>

