ABFA

ACCOUNT MANAGEMENT

18th / 19th May, 2011

HAYDOCK

PLEASE BOOK ONLINE AT

www.abfa.org.uk/publicdb/select_event.asp

COURSE DETAILS

LOCATION
Thistle Haydock,
Haydock Penny Lane,
Haydock, WA11 9SG
Tel: 0871 376 9044

Registration on day one will be at 9.00am for a 9.30am start and will close at 5.00pm. Day two will close at 4.00pm.

DURATION 2 days

COST
£475 Members
£715 Non-Members
(This includes course material, accommodation on the night of the 18th, dinner and refreshments.

MAXIMUM NUMBER 24

DRESS CODE
Smart casual

FOLLOW UP COURSES
Fraud and Loss Prevention, Legal Aspects of Receivables Financing & Asset Based Lending and Financial Analysis.

WHO SHOULD ATTEND?
This workshop is aimed at existing Client Managers with less than 12 months experience in the role and who monitor and manage clients on a day-to day basis. The course is also aimed at Senior Controllers and Administrators who are becoming involved with the Account Management function.

WHAT STUDENTS WILL LEARN
The course will focus on the demands of the Account Manager's role, how to approach clients and how to balance both service and security issues.

COURSE CONTENT
The topics to be covered will include:

- Role and responsibilities of Account Managers
- Internal and external customer care and service
- Advanced communication and influencing skills
- Security vs service - the 'balance'
- Negotiation techniques for Account Managers
- Selling security
- Client visits/reviews
- Fraud overview
- Personal action plans
- Financial statement

" I felt the course was very well run and extremely useful."

" Excellent course, totally worthwhile with good information to take back with me to put into practice."

GUEST SPEAKERS

Chris Cade, HSBC Invoice Finance (UK) Ltd
Chris joined HSBC Invoice Finance in 1996, moving into the Sales Linked Finance industry following 8 years at Barclays Bank working in there Commercial Bank. Since joining the industry, he has undertaken a number of client facing roles, initially with small factoring clients moving onto the companies largest relationships. Subsequently he managed a team of Relationship Managers and is currently the Deputy Head of the National Corporate Team, being responsible for Relationship Management and Sales Development of HSBC's Invoice and other Asset based lending services, a role he has held for the last 3 years.

Ian Lewis, Crédit Agricole Commercial Finance
Ian Lewis is a Senior Relationship Manager of Crédit Agricole Commercial Finance in the north of England with responsibility for client satisfaction, income and risk on a portfolio of clients which have either Factoring, Invoice Discounting or ABL facilities. Ian has spent the last 16 years in Relationship Management in Invoice Finance, either managing clients directly or managing a team of relationship managers. Prior to this he spent 17 years in International and Corporate Banking. Ian is an Associate of the Chartered Institute of Bankers and has also passed the ABFA's Certificate and Diploma qualifications, achieving the Top Student award in the Measuring Performance element.

" Thoroughly enjoyable and informative, excellent presentation which kept my attention and interest throughout."

CANCELLATION POLICY FOR DAY COURSES

- Any changes or cancellations to bookings must be made in writing (email is acceptable).
- All cancellations must be received at the ABFA 45 working days before the start of the Course to qualify for a full refund.
- Written cancellations 30 working days before the start of the Course will be subject to a 50% refund.
- No refund is possible for any cancellations made after 30 working days from the start of the Course.
- We are happy to welcome a substitute delegate at any time.

ABFA

The ABFA, 3rd Floor,
20 Hill Rise, Richmond,
Surrey TW10 6UA

Tel: 020 8332 9955
Fax: 020 8332 2585
www.abfa.org.uk