The Role of the Credit Manager in a Difficult Sales Conversation

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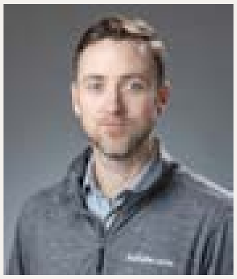
By the time most credit managers are invited into a customer conversation, the difficult part has already happened. The order shipped. The terms were promised. The account is sixty days past due, the salesperson is frustrated, and the customer has gone quiet. Credit walks in to clean up a situation it had no hand in shaping, and predictably, it gets cast as the obstacle.

This is the reactive pattern that defines how many organizations use their credit function. Credit is the call you make once something has gone wrong: the late payment, the disputed invoice, the order that should never have been approved at those terms. In that role, the credit manager is set up to be the bad news. The deal has already been framed by sales, the customer has already formed expectations, and credit's job is reduced to confirming or denying within a box someone else built.

The argument here is simple. The credit voice is most valuable...

About the Author



Chris Woodard is the CMO and Co-Founder of Handle.com. Handle's software powers the largest credit and finance teams in construction. Fortune 500 material suppliers and contractors trust Handle on a daily basis to provide their credit and collections departments with an end-to-end solution that saves their staff 10-12 hours per week.