

AS GOOD AS IT GETS! Don't expect things to get better.

2013 and 2014 were difficult years for business. If you found it difficult to make a profit over that time, you were certainly not alone.

The green shoots of turn-around were there by September 2014 and they have now matured.

Don't expect things to get much better. We have low inflation, unemployment is low, interest rates are unbelievably low and consumers are spending. If in doubt, just look at all the new cars on the roads.

The business world is dynamic. It is either getting better or it is getting worse. It never stays still.

Now is the time to start thinking and planning for more difficult times to come.

Our tip – an out of left field event from overseas will upset the apple cart. This will cause a chain reaction.

Read **CASHFLOW**, learn from it and pass it on to a colleague.



Small Debts

Prushka collect debts from as low as \$50.00, so never write-off small debts.

There is no need to complete an individual Action Form for each debt. Simply complete one Action Form and attach a copy of each invoice or alternatively, a detailed print out providing details of each debt.

Has your company customer become deregistered?

It does not necessarily mean that your debt has died.

Deregistration of companies is not the same as liquidation.

We have developed successful strategies for getting payments from directors of deregistered companies. To find out more, speak to one of our lawyers from Mendelsons Lawyers.

Call the Client Services Team on free call 1800 641 617 to be put through to a lawyer.

STAT DEMANDS



THE RAPTOR OF DEBT COLLECTION

If you have a debt owing by a company, which is undisputed and is for over \$2,000, consider issuing a Stat Demand through Mendelsons Lawyers.

The Fixed Price Fully Inclusive Fee is only \$996.00 (incl. GST) and the process is quick, cheap and effective.

If the debtor company does not pay the debt, within 21 days of being served with the Stat Demand, it is deemed to be insolvent. If the directors allow the company to continue trading beyond that time, they may be liable for all losses suffered by creditors from that time onwards.

We get great results from Stat Demands.

If you go directly to Mendelsons Lawyers, there is **no commission payable.**

For details, contact Sue Stevens on (03) 9872 7289 or svs@mendelsons.com.au



Communications have changed.

You must change as well if you are to keep up.

Most of your customers will have an email address and a mobile phone number.

To give us the best chance of collecting your debt, please provide this information to us at the time you refer a debt. If we have to communicate with your debtor through a landline and by using post, we are going to have less chance of collecting your debt quickly.

Get debts in early.



The longer you hold on to a debt, the harder it is to collect.

You have already lost creditability by waiting. Other more pressing bills are now being paid in priority to yours.

In addition, debtors die, get sick, move, go broke and companies go into liquidation.

To increase your recovery rates, refer your overdue accounts to Prushka at no later than 90 days.

FREE

CREDIT APPLICATION FORMS.

If you extend credit to a customer, it is the same as if you were a bank making them a loan.

Banks don't make loans, without finding out more about their customer and running some basic credit checks. You should do exactly the same.

Get your new customers to complete your credit application form, if you are going to provide them with credit.

Don't reinvent the wheel. As a Prushka customer, simply go to www.prushka.com.au, click on Products & Solutions, then click on "Free Credit Applications Forms" and complete your request. A Credit Application Form will be emailed to you immediately.

There are forms available for a wide variety of practices and businesses. Pick the form which suits you best, amend it to suit your business and start using them.

**Prushka
buy written
off debt
ledgers.**

If you have written off debts, up to 5 years old, totalling over \$200,000, our associated company would like to talk to you about buying them.



Contact Sylvia Mattiaccio, Business Relationships Manager on (03) 8872 5982 or email sylvia@prushka.com.au.

PRUSHKA
FAST DEBT RECOVERY
NO RECOVERY - NO CHARGE

Send a legal demand letter... and avoid paying commission.



If you believe that your bad payer is likely to pay your debt if he receives a legal demand letter, we can help you. For only \$239.80 (incl GST) you will be put straight through to a lawyer from Mendelsons National Debt Collection Lawyers, who will take instructions from you and will then send a Legal Demand Letter to your debtor.

If the letter produces payment, there is **no commission payable**. All you have to pay is the cost of the letter. Call the **Prushka Client Services Team on free call 1800 641 617** to be put straight through to a debt collection lawyer.

Simple, effective tips which are guaranteed to improve your **CASHFLOW!**

SIMPLIFY YOUR INVOICE

Most businesses send out invoices which are difficult to follow, don't fully describe the service or product provided, are unclear about how much is to be paid and are vague about how payment can be made.

There is simply no reason for you to be part of the herd.

Spend a little time reviewing your Tax Invoice.

It should be easy to follow, the amount due should be highlighted and payment options should be clear and simple.

Complex, confusing, invoices simply move to the bottom of the pile.

GET YOUR BAD PAYERS TO PAY YOUR DEBT COLLECTION COSTS

It's a no brainer.

Amending your business trading terms, to provide that your defaulting customers

must also pay your debt collection costs, is simple, can happen tomorrow and involves no cost.

Let us explain to you how you can do it.

Call our Client Services Team and we will be delighted to help you. That is why we are here.

Free call 1800 641 617.

CUT OUT YOUR STATEMENTS

Sending statements to your customers is just sending them the message that they have plenty of time to pay. Get rid of them. Your invoice should be your "first and final" statement.

NEVER WRITE OFF SMALL DEBTS

Never just write them off. Prushka collects debts from \$50. Always send them in to Prushka. All you pay is commission on monies collected.

PRUSHKA

FAST DEBT RECOVERY
NO RECOVERY - NO CHARGE

Commission rates from as low as 11%... And that is all you pay.

Offices across Australia.

Free call 1800 641 617 or email info@prushka.com.au