Celebrating 70 AMAzing Years

AHMEDABAD MANAGEMENT ASSOCIATION®

Nipam Shah – AMA Centre for Excellence in Financial Management

HOW TO PREVENT, REDUCE AND MANAGE OUTSTANDINGS

Assessing credit risk, formulating appropriate policies, planning the collection and ensuring that customers pay in time are very important for the survival of the business. Best prevention against delays in cash realization and bad debts, is good credit control and effective collection strategies.

OBJECTIVES

- To formulate an effective and workable credit policy
- To spot delaying tactics and review collection techniques that work
- To strike a balance between efficient credit control and happy paying customers and achieve the sales and profit objectives by reducing outstandings

METHODOLOGY

- Interactive lectures
- Case studies
- Experience sharing
- Role play

CONTENTS

- Nature of the collection problem
- Impact of outstandings on profits and liquidity
- Credit policy
- Reasons for delayed payments
- How to avoid an outstanding problem
- Collection strategies and procedures
- Techniques that work

FOR WHOM

- Managers and Executives involved in credit management
- Marketing and Sales executives
- Finance executives
- Internal audit executives
- Entrepreneurs and self-employed professionals

PROGRAMME FACULTY

Mr. A R Parasuraman, (MCOM,FICWA, ACS,DMS,MFM-JBIMS), has presented management seminars for over 1000 multinational, national, and public and private sector companies in India. Mr. Parasuraman has 20 years of industrial experience in Electronics, Power, Textiles, Pharmaceuticals and TATAs. He worked with an International Consulting Firm from UK on a Consulting Project for TATAs.

Programme Date:
November 26, 2026

Duration:
Full Day

Time:
9.30 AM to 5.00 PM

Format:



Programme Fee:
INR 1,500 (Incl. GST)
Concession for Members 10%;
Patron 20%. (Lunch included)

Last Date to Register:
November 25, 2026

Register

For bulk nominations and enquiries, please reach us at:

Mr. Dishank Panchal
Sr. Manager – Programs & Development
Mobile: 63525 56857
Email: dishank@amaindia.org

ISO 9001:2015 CERTIFIED

For enquiries and nominations, please reach us at:
AHMEDABAD MANAGEMENT ASSOCIATION
AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.
www.amaindia.org ama@amaindia.org 079-26308601 / 02 Mobile: 7203030990