SAFELY EXPAND YOUR SALES: THE BLUEPRINT FOR SUCCESS

Achieving strong and profitable sales growth can be an elusive challenge for many companies. The probability of success is heightened when you have a strategic plan for growth and resources in place that empower you to confidently seize new opportunities.

1. LOSS PREVENTION DOESN’T HAVE TO BE SALES PREVENTION

Credit Department
- Conservative
- Goal: Prevent Bad Debt

Sales Department
- Risky
- Goal: Growth

Credit Insurance (The Stabilizer)

With credit insurance, neither side needs to compromise. With the confidence that you will be paid for what you sell and greater knowledge upon entering a deal, you can empower your sales team to reach its full potential.

2. HOW ARE YOU GROWING & HOW DOES CREDIT INSURANCE HELP?

- Make strategic credit decisions and offer competitive terms overseas, eliminating cash in advance or letters of credit
- Evaluate credit risks, prequalify customers and have added protection to confidently add buyers to your portfolio
- Offer better terms and raise credit limits to grow sales and enhance customer relationships
- Create coherent credit processes, take control of receivables in a safe way, and understand the credit worthiness of the new customer portfolio
- Insured receivables translate to secured collateral which means more working capital at more favorable rates

3. A SALES GROWTH TOOL THAT PAYS FOR ITSELF

Credit Insurance is the solid foundation of a safe growth strategy

How would your company growth strategy be different if you knew you would get paid for everything you sold? If you’re like most Euler Hermes clients, you would increase sales to new customers and extend higher limits to current customers—all with the peace of mind that you are protected from risk.

Guaranteed Payment
- The result of insured limits
- Better knowledge about your customers can allow you to extend higher limits and be more competitive

Partnership
- A credit insurer becomes an extension of your credit team, saving time and resources

*http://www.eulerhermes.us/case-studies/Pages/default.aspx

For more information on how you can grow your business visit www.eulerhermes.us.