

3 easy ways your credit team can better enable your sales



1 Provide ad hoc credit reports on low and high risk customers

Help grow your business with less risky customers, and minimise risk with your highest risk customers



Customers with underutilised credit lines who can quickly be approved for new sales



Customers being granted credit limit increases



Customers with negative credit trends

Create and share “best customer” profiles



Segment accounts by industry, geography, size or years in business, to better identify opportunities and target sales and marketing



Use corporate linkage to target companies connected to your existing customers



View potential credit exposure before targeting these companies to ensure you stay within your credit policy for total overall exposure

2 Proactively increase credit limits

Eliminate unnecessary credit holds and accelerate decision making



Include credit limits in regular account reviews



Automate all or parts of the process to make risk-based credit limit adjustments simpler and more manageable

3 Use customised risk analytics

Build customised credit limit rules and scorecards



Leverage the D&B brand and custom analytics to proactively justify credit decisions and recommendations



Minimise back-and-forth requests for credit exceptions and concessions - improving productivity and relationships with sales and customers

From the “sales prevention department” to a true business partner

Many of these best practices are out-of-the-box capabilities available in D&B solutions.

To learn more, please contact your D&B account representative.

