

How To Find The Best Training

You may or may not believe the old maxim that "those who can, do, and those who can't, teach". I am of the opinion that both skills are required to conduct best practice training in a debt collection environment, and this article seeks to provide clarification of this view.

Best practice training

Within this context, I believe best practice training:

- Is tailored to the unique culture, policies and training goals of your organisation
- Gains the immediate respect of the delegates
- Provides all delegates with a tool box of compliant tactical options that guarantee to improve your debt collection performance.

Gaining respect

I believe that delegates will respond the most positively to training if they believe the trainers have themselves faced the many challenges of modern day debt collection. The trainer needs to be able to empathise with the wide spectrum of feelings a debt collector will inevitably experience throughout their career and convey their own debt collection 'stories' as part of this process.

Understanding your business

The trainer needs to understand how your business operates to ensure the training is tailored to take full account of the level of collector experience and ability, different product types, targets and rewards, policies regarding financial difficulties, types of further action and methods of payment – to name but a few. It is important, therefore, for the training organisation to conduct a robust training needs analysis, to include the evaluation of live collection calls across the department.

It is also vital that all material is aligned with the method used to evaluate collection calls within your organisation, to ensure the message and definition of best practice debt collection is consistent.

Teaching effectively

However, the ability to understand the job of the debt collector and the environment in which they work is clearly not enough on its own. Like all good teachers, the trainer must be able to extract key learning points from the scenarios and course material being discussed and convey these in a way that increases the delegates' collection skills quickly, and provides the confidence needed to use the new tactics as soon as the workshop is over.

It is therefore imperative to check with your training partner's existing clients to ensure that the workshops provided have resulted in improved performance – for example increased cash collection, increase in immediate debit card payments etc.

Evaluating debt collection calls

A best practice training organisation will also offer training sessions dedicated to the role of evaluation of the debt collection calls undertaken by department supervisors, team leaders and managers. As an adjunct to this, it is also important that your chosen training provider is equipped to conduct individual one-to-one sessions with a selection of your collections staff, after the initial training, to assist with the transition from 'old to new' and embed the new tactics as quickly as possible.

Choosing the right debt collection training partner

In summary, therefore, a best practice training provider will:

- Guarantee the teaching of compliant tactics which will improve your debt collection performance
- Provide tailored debt collection programmes for all levels of staff
- Undertake a comprehensive training needs analysis
- Ensure maximum interaction and transfer of proven collection skills
- Provide daytime and evening delivery to suit your company's needs
- Deliver the service at a competitive price.

About the author

Chris Firat is Director of Chris Firat Training, and has 24 years experience in the consumer finance industry. Chris Firat Training provides tailored collection courses to a variety of lenders, third party processors, solicitors and debt collection agencies.

Read about our debt collection training courses or get in touch to request a call or brochure at www.chrisfirat.com.