

Creative Credit & Collections for Oilheat & Propane Companies

Get paid faster, and keep your customers – Instructor: Bob Hedden

November 19, 2008 – New England Fuel Institute, Education Foundation, 20 Summer Street, Watertown, MA 02472

9:00 a.m. -3:00 p.m.

Advance registration is required. You must register by the deadlines shown above.

Cancellation: NEFI and MOC reserves the right to cancel any and all seminars for lack of registrations, and pre-registered students will be notified using the contact information contained in the completed Registration Form. Firms prepaid for cancelled seminars will receive a full refund. Classes may be rescheduled if delivery of books and/or tests, if applicable to this course, are delayed for reasons beyond our control.

Certificates suitable for framing will be sent to all students completing all requirements of this seminar AFTER the seminar date. NEFI reserves the right to withhold certificates for students who depart prior to the end of the class or arrive late.

Classroom format - this course is a discussion format and the room will be set up as a “hollow square”

Deadline – Registration is required by the deadline noted. If late registering, contact New England Fuel Institute (nefi.com) to confirm your registration

Directions: NEFI will email or fax you directions upon request

Documentation – there are not documentation requirements for this class

Email – This notice is available electronically by emailing school@nefi.com. It will be sent to you in Microsoft Word format but is also available in Adobe Acrobat Portable Document Format (PDF) upon request.

Exam – There is no exam for this class

Hand-outs: will be supplied

Instructor - Bob Hedden is a consultant and educator with over 30 years of Oilheat industry experience in customer retention, marketing, sales, and service department operations. His company, Oilheat Associates, is a full service management consulting, research and education firms dedicated to strengthening the Oilheat industry. Bob is very active in industry associations and is one of the founding members of the Metropolitan Energy Council, the East Coast Energy Council, the Oilheat Manufacturers Association, and the National Oilheat Research Alliance. Bob currently serves as the Executive Director for OMA and NORA Spokesperson. Author of the Efficient Oilheat, and Energy Conservation Guide (The Gold Manual). Bob consults and teaches for over 200 oilheat companies and most of the industry associations in the U.S. and Canada.

Late Arrival/Early Departure – Please be on time for class. Certificate will only be issue to students completing all aspects of the class.

Lunch is “on your own”. Lunch may be obtained on premise (depends on facility) or at nearby eating establishments during the Noon break. Ask the instructor for specifics.

Mailings: In addition to lists maintained by third parties, NEFI maintains its own database of those persons who wish to receive Oilheat course notices. Companies will be added to NEFI’s Oilheat – or propane - course notification list upon request. Individual interested in receiving course notices are urged to provide NEFI with their e-mail address.

Maximum Students for this seminar: 30 (typical)

No Shows: Firms registering students and failing to attend without notice to NEFI on or before the registration deadline date will be billed for and liable for the full amount of tuition.

NEFI – NEFI is a New England 1000-member fuel marketer trade association. See us at www.nefi.com

Pages in this Notice. This complete course notice should include 3 pages: If you do not have 3 pages, contact NEFI

Payment: Checks may be made payable to “NEFI” and must accompany registration form(s). NEFI accepts MasterCard and VISA and American Express.

Pre-Registration Deadlines–Advance registration is required. Registrations must be received by the date(s) noted. NEFI urges you to fax early to reserve seats. We cannot guarantee accommodations for walk-in students.

NORA – The National Oilheat Research Alliance (NORA): Contact the NORA Education Center via NEFI at 617.924.1000.

Questions? : Contact Andrea at NEFI at 617-923-5019 or school@nefi.com

Registrations are processed on a first come, first serve basis. Paid Registrations are given priority over registrations received without payment.

Schedule: 8:45 a.m. Seminar starts at 9:00am Coffee/Danish if available at the facility// 12:00 p.m. Lunch Break - on your own // 3:00 p.m. class will end.

Sign In: Students attending must sign in with the instructor in order to receive a certificate. We ask that you please print clearly, as illegible written names will delay issuance of certificates.

Specific Issues: We will forward any specific training questions submitted in writing to our instructor prior to the class.

Sponsor: NEFI and Massachusetts Oilheat Council

Walk-ins – Walk-ins are discouraged, as we cannot guarantee accommodations for walk-in students.

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Wednesday, November 19, 2008

NEFI, 20 Summer Street, Watertown, MA 02472

9:00 a.m. – 3:00 p.m. (Register by November 12, 2008)

SEMINAR: NEFI and Massachusetts Oilheat Council are pleased to bring this one-day seminar to the region's fuel marketers. Credit and Collections are one of the most important things a retail fuel company does. In this era of high fuel prices, tight margins, and stretched credit lines, this class can be the difference between survival and bankruptcy for many companies. Now more than ever we have to walk the fine line between the need to increase sales and hang onto our customers and still turn sales into cash as soon as possible. This course will teach you how to make this happen.

IN THIS FUN AND INTERACTIVE SEMINAR, THE FOLLOWING TOPICS WILL BE EXPLORED

The characteristics of good customers

How to get the customer relationship started right

Credit scoring

How to handle tricky situations

How to get paid first

The credit manager job description

Winning phone calls

Follow-up letters

A step by step collections plan

The customer service aspects of credit

Special emphasis will be placed on handling complaints, dealing with disagreeable people, and solving customer's problems.

Education & Training New England Fuel Institute (nefi.com)

PO Box 9137

Watertown MA 02471

617-923-5019 Phone

617-924-5962 fax

school@nefi.com



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