

- 1) **CollectorTalk!** shows that there are many different yet effective approaches that a collector can use to address the same debtor situation or excuse.
- 2) Most training is reactive in nature, meaning that it is driven by poor performance or lack of skill or knowledge. **CollectorTalk!** is a realistic role-play simulation tool that is proactive and addresses the most common collector/debtor interactions *before* they happen or as needed for an existing collector.
- 3) Using **CollectorTalk!**, collectors in training have the ability to practice to the point that they can show their managers/trainers their best talk offs and progress in the best possible light. This enables management to judge their training efforts from a best not worst perspective that should improve and promote employee retention.
- 4) In **CollectorTalk!** all levels of learning are covered.
  - New Hires: Learn how to handle common debtor excuses, company policy and compliance issues, vocal qualities, and debtor styles.
  - Adequate Collectors: Learn what is preventing them from being a top performer, provides professional speech patterns, uses a self-paced approach, and reinforces a positive approach to learning that fosters retention.
  - Burned out Collectors: Re-focusing their skills and fine-tuning their techniques to return them to a productive status.
  - Seasoned Collectors: Learn to improve their talk-offs, creates consistency in the way calls are handled, measures and monitors skill level, and can be focused in specific areas of weakness.
  - Top Collectors: Even top performers in sports need to practice and hone their skills. **CollectorTalk!** can assist them in keeping their edge by avoiding performance ruts and shortcuts.
- 5) How do you explain what “sound professional” means to a new or struggling collector? Through interactive simulations in **CollectorTalk!**, collectors not only learn to sound professional by practicing correct vocal qualities and verbiage but it becomes instinctive in their talk-off.
- 6) **CollectorTalk!** is designed to be a self-paced tool that enables the collector to learn at their own pace without the distraction of someone listening to them or looking over their shoulder. Even with this progressive tool, management buy-in, support, and interaction with the collector is critical to its success.

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“Practice Makes Permanent.  
Only Perfect Practice  
Makes Perfect Performance”

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