



**CUR Collection Resource**  
*Newsletter Exclusively for Credit Unions*  
**April 2021**



By April, spring has finally sprung, and if we are lucky the weather will reflect that.

As pandemic restrictions begin to ease, it is also a good opportunity to fine tune plans for the rest of the year.

Enjoy the newsletter!

## The Reasons Why We're Not Curing Burnout Problem of the Organization or Person?



Burnout is old news. Even with more awareness, somehow people are just as burned out as they were months ago.

But a lot of the time, burnout is a product of the organization, not the person, and the kind of burnout facing most companies today runs deep.

[Read about](#) 5 causes and treatment from TLNT.

## Collection Success Series **MASTER**

M = Managing the Workplace A = **Adapt** S = Streamline T = Teambuilding  
E = Energize R = Resolve



**MASTER is the word for 2021 articles.**

### **Adapting Your Collection Approach**

Members may be looking for the flexibility to pay when they can, if they can. Self-service tools in banking are becoming the norm, debt collection interaction shouldn't be different.

[Read article](#)

## Common Thoughts During Uncommon Times



### **All I Really Need to Know I Learned During a Pandemic**

Common thoughts during uncommon times.

After a strange time of quarantines, social distancing and precautionary living, the situation has been the source of many lessons ... some are silly and some are serious.

Take a look at this [article](#) from Furman University

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## April Collection Tip - Overcoming Objections

One of the key job functions of a collector is overcoming member objections (to paying) while maintaining good member service skills. The basic premise is to lead the member in answering their own objections while creating an urgency to pay now and on-time in the future. Below are some tips on how to do that:



- Connect with empathy: if they haven't paid yet, it's probably for a reason. Listen carefully to the member, you will pick up clues for the best way to handle each situation.
- Rephrase objections as a questions. Questions demonstrate that you are interested in their problem and are making an attempt to understand their circumstance.
- Provide options: Sometimes all it takes to overcome an objection is to offer one or two different courses of action.
- Make the member right, even when they are wrong. You may not agree with what they are saying, but you can acknowledge - for example "I can understand why you feel that way."



### Spring Desserts, Celebrate!

April brings happy spring flowers, but is is still damp and chilly. Enjoy some spring-ish dessert recipes loaded with big flavors using farmer's market favorites.

[Get inspired](#)