



**Building the Foundation**  
◇ INFORM ◇ For Collection Success

**I = Information You Should Have**

**N = Need to Know – Managing Information**

**F = Forming a Team with Positive Group Dynamics**

**O = Outsourcing, the New Norm**

**R = Resolving Discord With Members**

*"The Law of Win/Win says, 'Let's not do it your way or my way; let's do it the best way.'" Greg Anderson*

Conflict happens. Between employees, between collectors and members. It is most certainly caused by one or both parties drawing hard, often emotional, lines in the sand. We are taught to have empathy and really hear what is motivating the other person, but it can be very challenging at times.

Times are chaotic, tough and it takes two people to have a meaningful conversation. Many times both are influenced by the forces that are in play at the time the call takes place. Has the collector had a series of difficult calls in a row? Does the member feel besieged on every side? The art of collecting debt is really the art of negotiation with the key to effective communication centering around hearing what isn't being said, no matter how you feel.

Studies show that there are only three ways of dealing with difficult conversations: domination, compromise, and negotiation. By domination only one side gets what it wants; by compromise neither side gets what it wants; by negotiation we find a way by which both sides may get what they wish.

Here are some tips to help strip difficult conversations of emotion in order to deal with the facts.

1. Prepare, prepare, prepare for the call. Thoroughly review the file before dialing. Does the person live in an area suffering from the recent hurricanes or fires?
2. Have a plan. Think of possible objections and have some solutions in mind.
3. Approach each call assuming that the member wants to resolve their debt.
4. If you feel ego or an attitude beginning (on either side), stop and use silence to gather your thoughts back to item 2 above.
5. Be specific in stating the problem or the agreed upon solution. Don't leave room for assumptions or confusion. When a member is underwater with debt, they may not be able to see the path back and are depending on you for answers.

*"People will forget what you said, they will forget what you did, but they will never forget how you made them feel." Maya Angelou*

The CU Recovery, Inc. & The Loan Service Center, Inc. collection teams are your solution for all subjects relating to minimizing loan loss and maximizing recoveries from non-performing loans. Their experts can work with any loan type from zero days delinquent to charge off. Designed to meet your needs, *CU Recovery* is a full-service collection agency dedicated to maximizing recoveries on charged off loans. *The Loan Service Center* provides staffing solutions for credit union collection departments to minimize losses on their active delinquent loan portfolio. The *Collection Academy* offers a curriculum of collection processes with tools that will be effective in your collection department. For more information: [www.curecovery.com](http://www.curecovery.com)