

Credit as a Sales Partner

Credit in the Sales Cycle



PESA

PETROLEUM EQUIPMENT
& SERVICES ASSOCIATION



HOUSTON
Sales Consultants



Ryan Bishop: Certified Sales Leader

- Founder of Houston Sales Consultants, LLC
- 20+ years in sales and sales leadership roles.
- Long history leading sales organizations of large multi-nationals, has run sales team of over 70 people with revenue achievement of over \$250M
- Specializes in complex sales of premium product and service offerings, with focus on turn-around and change management
- Proud father of two boys
- US Navy Reserve Officer Veteran

Things to discuss:

- Credit in the Sales Process
- Accountability in Accounts Receivable
- Credit as a Competitive Advantage



Credit in the Sales Process:

- A thoughtful sales process is critical for many reasons, but often overlooked
- Credit should play a role in:
 - Identifying ideal customers
 - Qualifying specific needs and
 - Making an offer (Proposal)
- Pitfall of credit too early or too late



Accountability in Accounts Receivable:

- Get the metrics right
- Clear accountability for credit
- Sales as the owner of the commercial relationship



Credit as a competitive advantage:

- Crystal clear internal expectations
- Harmonized face to the customer
- Ultimate benefits to the clients:
 - No last minute surprises
 - Onboarding ideal customer archetype
 - Source of referrals





Thank you!

Ryan Bishop

Houston Sales Consultants, LLC

(832) 267-9004

rbishop@Houston-sales.com

