

PROSPECTING2CASH®:
ZONDER KLANTEN, GEEN BUSINESS
QUICK SCAN 2024



Ed van der Nol CCM® - Bilbao (Spain)

QUICK SCAN 2024

Prospecting2Cash®

De weg naar (meer) klanten, cash flows, winst, waarde en ROI ...

ZONDER KLANTEN, GEEN BUSINESS

Prospecting2Cash®: Credit Management begint bij prospecting. Voor ondernemingen die investeren om Free Cash Flows te genereren.

PROSPECTING2CASH®

Wil je meer waardevolle klanten vinden en binden? Optimaal klanten en Order2Cash managen? Winst en ROI verhogen? Dan helpt deze Quick Scan je om alle mogelijkheden in beeld te krijgen. Waarom zou je dat willen? Als je ervaart dat je te veel wordt opgehouden door (te) uitgebreid onderzoek, (eindeloos) overleg, verkeerde verwachtingen, verkeerde keuzes, onverwachte obstakels, eindeloze projecten, (herhaaldelijk) uitstel en (uiteindelijk) afstel. M.a.w. als je snel en effectief waardevolle kansen wil kunnen benutten, zou deze Quick Scan jou kunnen helpen. Het mooie is dat je er zelf mee aan de slag kan. Heb je hulp nodig? Dan adviseren wij je vrijblijvend hoe je de Quick Scan het beste kan benutten.

Ed van der Nol CCM®

Interim Credit Manager / Freelancer
Expertise: Prospecting2Cash®

Quick Scan Prospecting2Cash®

Prospecting: Finding & connecting new relations & customers	€	#	Value	Chance / Result (%)
Potential (prospects, suspects)				
Goals (SMART)				
Results				
ROI, Value				
Customer Satisfaction				
Results vs overall objectives				

Credit Acceptance: T&C's, payment options, credit options, business options	#	€	Value	Chance / Result (%)
Prospects to be screened				
Goals (SMART)				
Results				
ROI, Value				
Customer Satisfaction				
Results vs overall objectives				

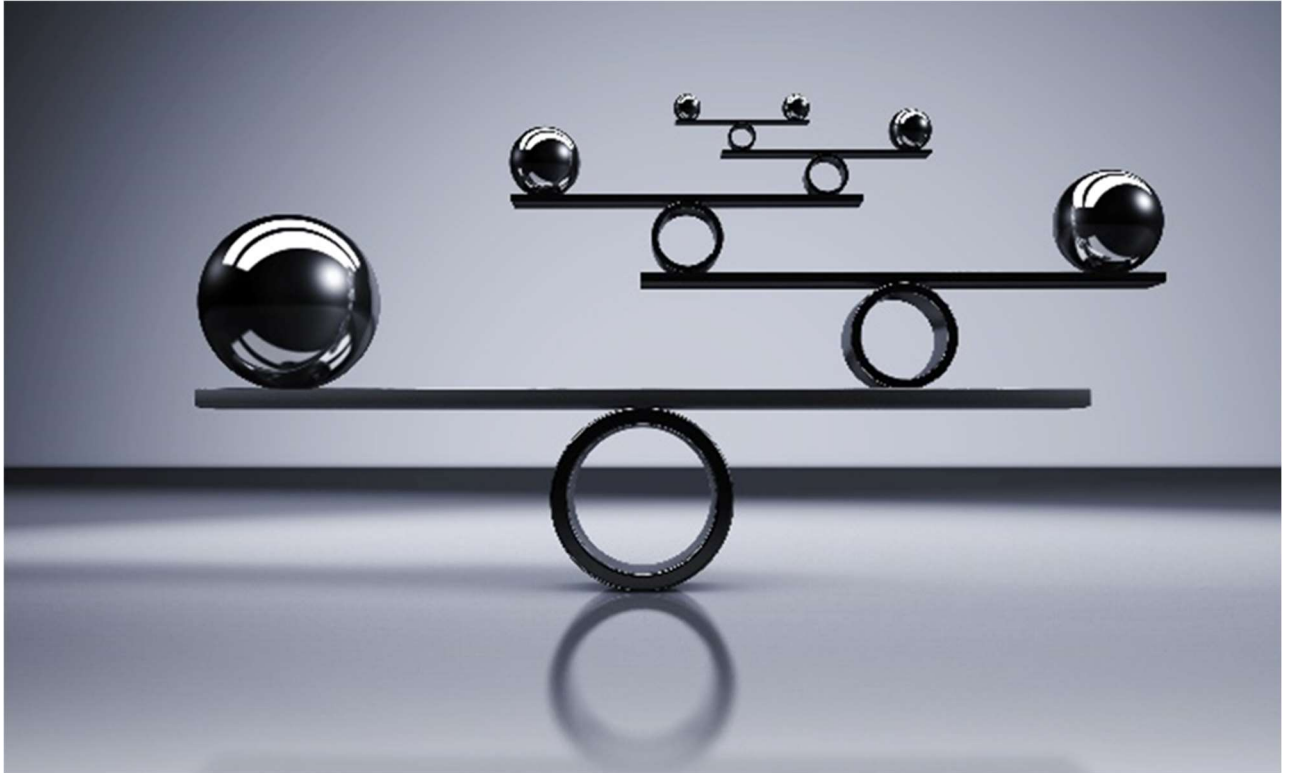
Order2Cash: Purchase, delivery, payment, systems, processes, F&A	€	#	Value	Chance / Result (%)
Customers, Invoices				
Goals (SMART)				
Results				
ROI, Value				
Customer Satisfaction				
Results vs overall objectives				

Quality Control:	€	#	Value	Chance / Result (%)
Order2Cash				
Credit Acceptance				
Order2Cash				
Quality Control				

Quick Scan Prospecting2Cash®

Conclusions page 1:

What is your perfect organisation balance?



Notes and comments:

Quick Scan Prospecting2Cash®

Quality Control:	Total	Teams	Individuals	Chance / Result (%)
Potential				
Goals (SMART)				
Results				
ROI, Value				
Customer Satisfaction				
Results vs overall objectives				

Quality Control:	Total	Teams	Individuals	Chance / Result (%)
Overall objectives (SMART)				
Overall objectives vs potential				
Overall objectives vs organisation				
Overall objectives vs investing				
Overall objectives vs ROI				
Overall objectives vs market				

Quality Control:	Total	Teams	Individuals	Chance / Result (%)
Customer Satisfaction (External & Internal)				
Overall Objectives vs Market (expectations)				
Results vs overall objectives				
Cohesion people, departments, locations vs overall objectives				
Cohesion perception customers & market vs overall objectives				

Quality Control:	Total	Teams	Individuals	Chance / Result (%)
Systems & Tools				
People & Culture				
Management & Organisation				
Procedures & Processes				
Goals & Results (understanding trends)				

AI - Digitalisation - IT:	Total	Teams	Individuals	Chance / Result (%)
Objectives				
Goals (SMART)				
Results vs (overall) objectives				
ROI, Value				
Customer Satisfaction				
Results vs overall objectives				

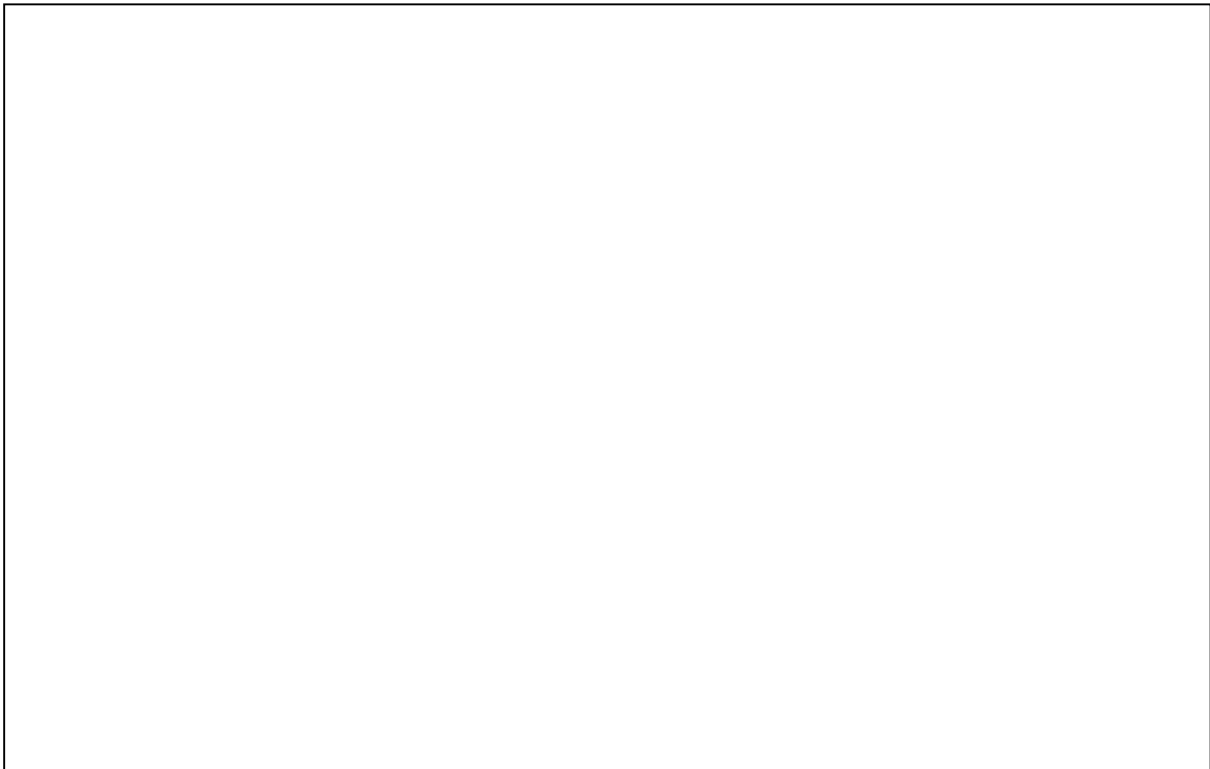
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Conclusions page 3:

Where are your perfect (golden) opportunities?



Notes and comments:



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Follow up based on conclusions page 1 and 3:

Follow up:	Objective(s)	Priority (%)	Short term	Long term
Conclusions				
Learning objectives (SMART)				
Learning actions				
Learning plan				
Implementation & Execution				
Monitoring & Coaching				

Notes and comments:

Quick Scan Prospecting2Cash®

Overall conclusions & options (opportunities) based on page 1, 3 and follow up:

- Benefits
- What happens when we don't do it?
- Where do we start?
- How do we start?
- How do we manage?

Notes and comments:

Quick Scan Prospecting2Cash®

The world is full of presents, you only have to start unpacking



THE ART OF MAKING REAL CONNECTIONS IN LIFE AND WORK, IS OFTEN FORGOTTEN. BEING DRIVEN BY SYSTEM-THINKING MORE AND MORE, WE ALL TEND TO FORGET THE BASIS OF ALL WE ARE AND DO.

BY NATURE WE ARE GROUP-THINKERS. WE NEED OTHER PEOPLE TO BE OURSELVES. WE NEED OTHER PEOPLE TO SURVIVE. WE NEED ATTENTION AND CONFIRMATION. WE NEED ADVISE, GUIDANCE AND CARE. WE NEED TO BE VALUED. EVERY DAY.

CASH FLOWS ARE NOT NUMBERS. NOR MONEY. NOR PROFIT. NOR STOCKS. NOR FINANCIAL RESULTS. CASH FLOWS ARE PEOPLE WHO TRUST US, DOING WHAT WE PROMISE THEM TO DO. MAKING THE WORLD A BETTER PLACE. STEP BY STEP. DAY BY DAY.

GOOD LUCK WITH THIS QUICK SCAN.

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