SAFELY EXPAND YOUR SALES: THE BLUEPRINT FOR SUCCESS

Achieving strong and profitable sales growth can be an elusive challenge for many companies. The probability of success is heightened when you have a strategic plan for growth and resources in place that empower you to confidently seize new opportunities.

1. LOSS PREVENTION DOESN’T HAVE TO BE SALES PREVENTION

CREDIT DEPARTMENT
CONSERVATIVE
GOAL: PREVENT BAD DEBT

SALES DEPARTMENT
RISKY
GOAL: GROWTH

CREDIT INSURANCE
(THE STABILIZER)

With credit insurance, neither side needs to compromise. With the confidence that you will be paid for what you sell and greater knowledge upon entering a deal, you can empower your sales team to reach its full potential.

2. HOW ARE YOU GROWING & HOW DOES CREDIT INSURANCE HELP?

A SALES GROWTH TOOL THAT PAYS FOR ITSELF

CREDIT INSURANCE IS THE SOLID FOUNDATION OF A SAFE GROWTH STRATEGY

25% FASTER
The growth rate some EH customers have experienced since implementing a policy.

4x
The amount some EH customers report being able to increase their limits with credit insurance.

SPEED TO MARKET
Approve credit limit requests quicker to capture more sales.

GUARANTEED PAYMENT:
The result of insured limits
Better knowledge about your customers can allow you to extend higher limits and be more competitive.

PARTNERSHIP:
A credit insurer becomes an extension of your credit team, saving time and resources.

How would your company growth strategy be different if you knew you would get paid for everything you sold? If you’re like most Euler Hermes clients, you would increase sales to new customers and extend higher limits to current customers – all with the peace of mind that you are protected from risk.

3. A SALES GROWTH TOOL THAT PAYS FOR ITSELF

CREDIT INSURANCE IS THE SOLID FOUNDATION OF A SAFE GROWTH STRATEGY

These extra sales can easily offset the cost of the policy many times over, even if you never make a claim.

For more information on how you can grow your business visit www.eulerhermes.us.