



FICPI AUSTRALIA 2011 ANNUAL MEETING
Sheraton Noosa Resort & Spa, Queensland

“The Raw Edge – Debtors, Funding and Clients. How do we Manage?”

Beyond Cashflow - Debtor management and its impact on practice performance.

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Halfords IP
Patent & Trade Mark Attorneys



Beyond Cashflow - the real costs of bad debtors on your practice

- Costs

 - Partner & staff time

 - Direct
 - Indirect
 - Internal consultation/discussion
 - Continual rediarying of actions



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 - Impact on profitability



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Risks

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 - Foreign agent dissatisfaction



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 - Quality
- Impact on relationships
 - Staff dissatisfaction
 - Foreign agent dissatisfaction
 - Respect
 - Trust



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Opportunity Costs



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Opportunity Costs

- Better Servicing of other clients
- New clients
- Work/life balance



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Opportunities:

- Communication with client
 - Learn more about client business
 - Demystify the patent attorney business



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- Communication with client
 - Learn more about client business
 - Demystify the patent attorney business
- Help guide IP strategy and expenditure



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Practical Strategies

- Decide whether the client is one worth keeping
 - Reasons for slow payment
 - Analyse the real costs of servicing the client and profitability to the practice
 - Future prospects



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- Decide whether the client is one worth keeping
 - Reasons for slow payment
 - Analyse the real costs of servicing the client and profitability to the practice
 - Future prospects
- Pricing



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Practical Strategies

- Communicate and enforce your terms of credit
 - Early intervention
 - Escalation
 - Consistency



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Practical Strategies

- Communicate and enforce your terms of credit
 - Early intervention
 - Escalation
 - Consistency
- Temporary extension of credit terms