

CASE STUDY



FACTS:

- You have a truck full of lettuce
- The life of these lettuces is 5 days
- Only one of your customers needs lettuce
- That single customer's Accounts Receivable is above +120 days late

Question: What would you do?

The best practice would be to sell it to this customer, and let me explain the reason for you. Most common answer is "why am I going to sell it if maybe I won't be able to collect it?" The reality is that we barely know if we'll be able to collect it. However, we do know that if I do not sell it I will lose 100% of it. With that in mind, what do you prefer? Collect at least 50% if we sell to this client? Or, lose 100% of rotten lettuce?

For more information reach back to us at:
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